

Hype Against the Facts

“How to Improve Your Time
Management Skills in the Real
World.”

Tuesday January 26th 2010

8:00pm EST

Welcome



I'm Francis Wade
Kingston, Jamaica

transcript!

(1-270-400-1500 pin 676330)

Purpose

Hype vs. Facts

Truth

Free



Agenda

Hype Against Facts #1-5

Costs of Hyping

Your Next Steps

MyTimeDesign

Questions

Logistics

Mute is currently on
I'll un-Mute for the Q&A
Questions also via text
on GoToWebinar
Transcript link will arrive
via email in 24 hours
Feedback request next
week



Recession:
pressure
to perform




We need to perform with less

Your time
choices:
more
important
than ever



Are you completely satisfied?

A blue-toned perspective view of a tunnel. The tunnel's structure is composed of many parallel lines that converge towards a central point in the distance, creating a strong sense of depth and movement. The lighting is soft and even, highlighting the metallic or concrete texture of the tunnel walls. In the far distance, a train is visible, moving away from the viewer. The overall mood is futuristic and technological.

Need a modern
method – based
on today's
realities

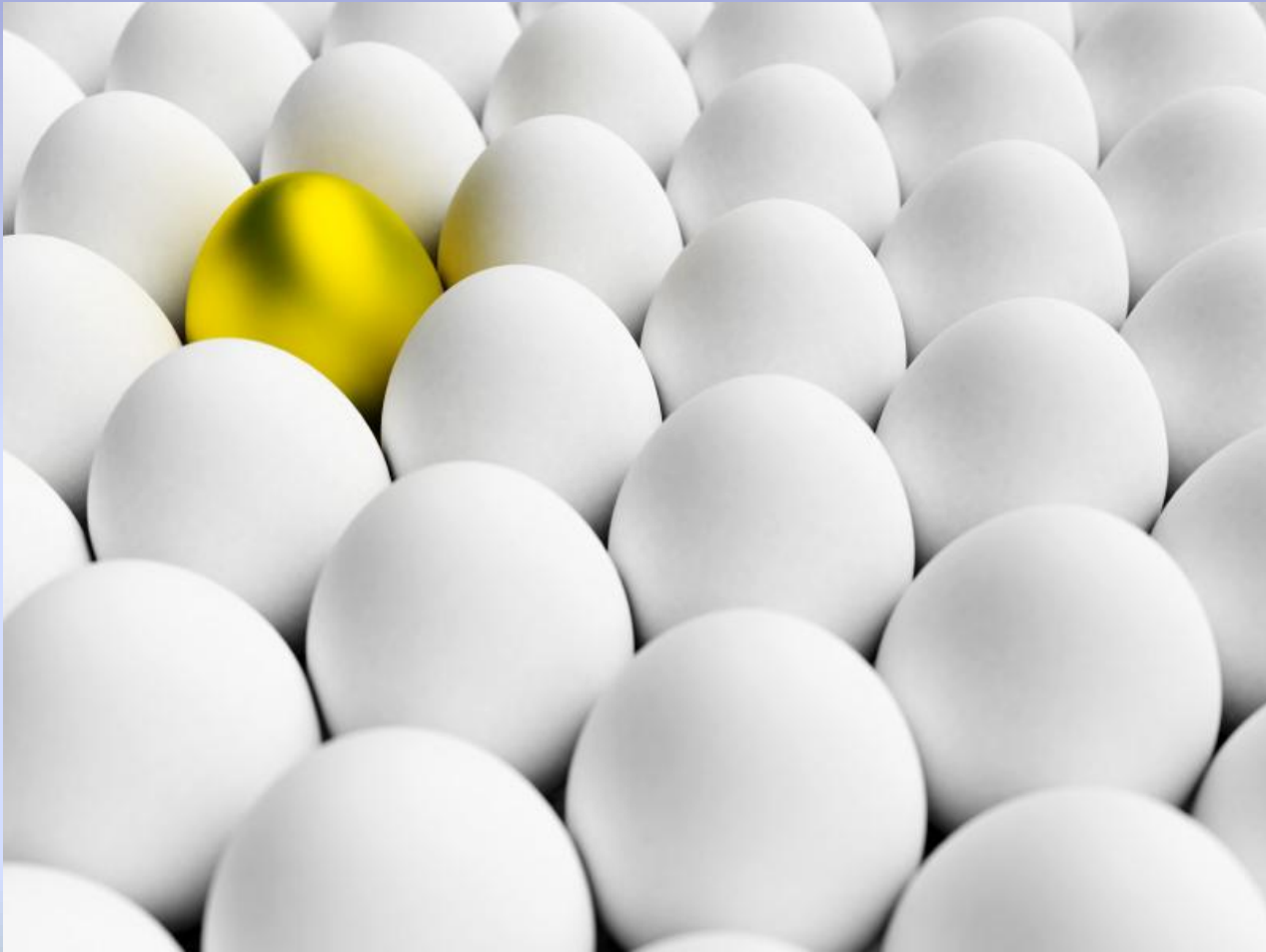


Clear Away the
Hype

A yellow and white bus is shown from a side profile. A white rectangular panel is mounted on the side of the bus, featuring the text "1. Instant Results!". The bus has a blue stripe above the yellow section. The background is a blurred street scene.

1. Instant Results!

The Lucky Few



Already have similar habits

Blessed with little/no neuromuscular
memory

For the Rest: Impossible



Habit Change
Takes Time



Time Management: Learning Happens Quickly



Implementation must take time

Upgrading/changing a time management system:

New habits to be put in place

Old habits to be shed

Practice until our minds and bodies are able to move on automatic



2. Easy! Effortless!

A Time Management System is...



Habits

Practices

Rituals

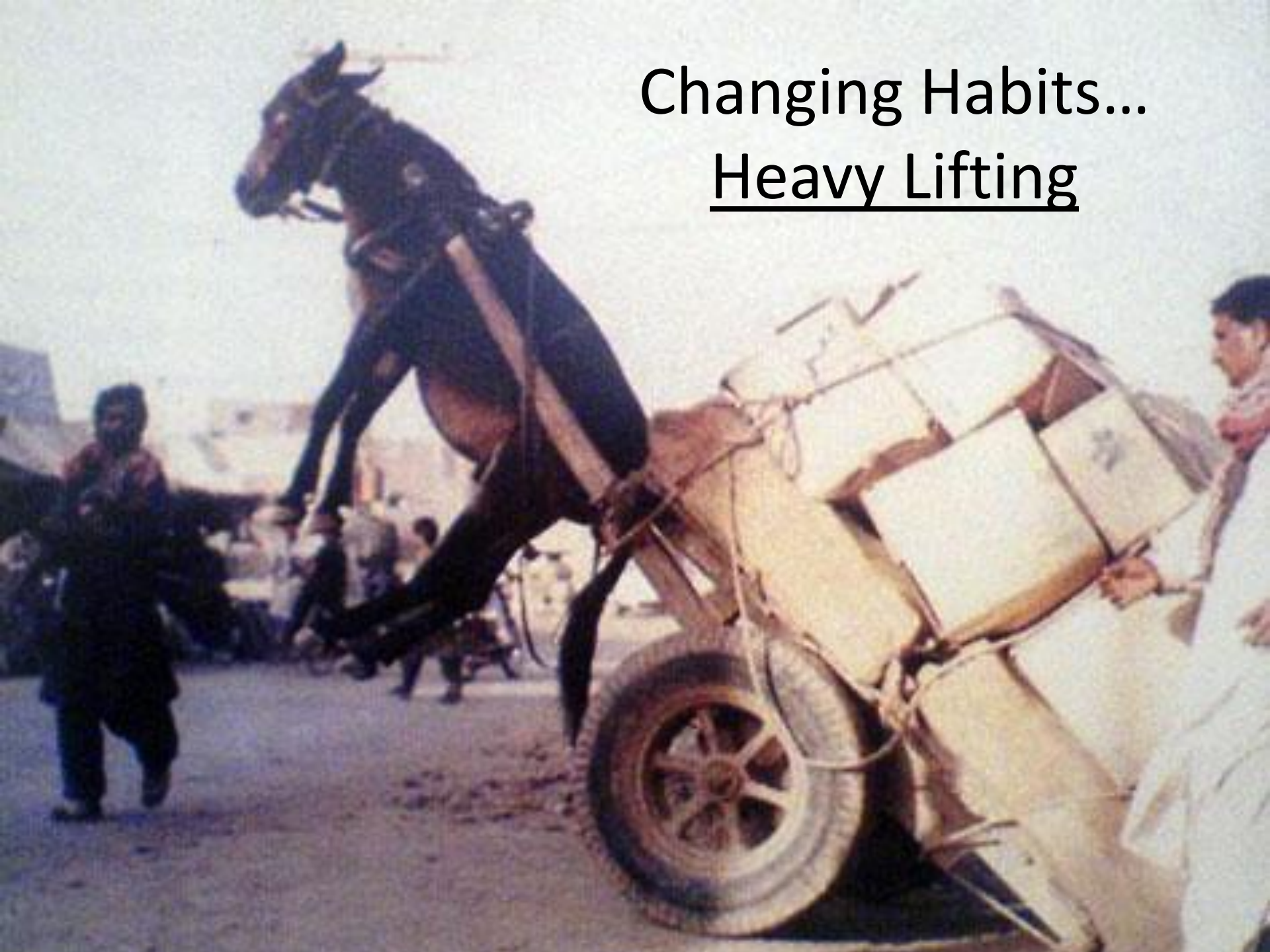
Auto-Habits
are strong



New Habits are Foreign

Changing Habits...


Heavy Lifting



Implementing A Brand New Collection of Habits...



Awareness
Will-Power
Support / Skill

A photograph of a taxi sign on the roof of a car at night. The sign is illuminated and has the word "TAXI" written on it. The background shows a city street at night with trees and buildings. A white rectangular box is overlaid on the sign, containing the text "3. Just Start All Over! Today!".

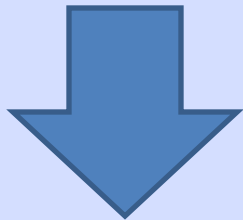
3. Just Start All
Over!
Today!

Fact: No-One is a Blank Slate



There is a lot
there already

habits
rituals
practices

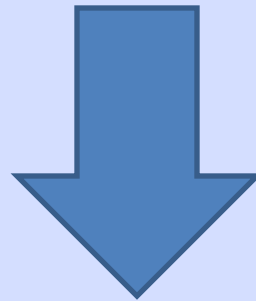


some kind of
system



How Did You Make it to This Call?

- What did you capture?
- How did you schedule it?
- What reminders did you use?
- How did you prevent conflicts?



Some kind of system

It took years to learn

The Insult


“Sorry, but what you
have learned and
used up until now is
_____!”

Fact: It's Not.



Summary – so far

1. Instant Results!
2. Easy! Effortless!
3. Just Start All Over! Today!



4. You Can Do It
All On Your
Own!

A few can...

Practicing New Habits is Tough Without Support



Research: You need custom support





Tip the Odds in
Your Favor –
Know What You
Need

Social: get a buddy / community




Likely to forget: Auto-reminders



Need a penalty: [Stikkit.com](https://stikkit.com)

- \$\$\$ -

A Self-Designed, Custom Combination
works best

A billboard with a white background and a red border is mounted on a brick wall. The billboard contains the text "5. Double! Triple! Get 10x Your Productivity! Over Here!". In the foreground, the rear of a dark blue car is visible on the left, and the front of a dark blue car is visible on the right. The scene is set on a paved street.

5. Double! Triple!
Get 10x Your
Productivity!
Over Here!

Major Problem

No Widely Accepted Measures of
Personal Productivity (i.e. Time
Management Achievement)

Weak...

How much stuff you get done?

How many appointments were you on time for?

How much money did you make?

How good did you feel at the end of each day?

Fact: You can't promise what you can't
measure!

Cost of Hyping



Many systems come across like scams

Some are
fed up and
have given
up





Some fail and blame
themselves

Some fail and
blame the gurus





Some users start
their own
approaches to
time
management!

You can take charge of your own system to get past the hype



Case: How I Designed
MyTimeDesign 2.0. Professional
to overcome
the 5 Hypes

Program Steps



- Starts with a users current system
- Asks a user what they want to accomplish
- Breaks time management systems into micro-habits
- Requires users to create their own plan of change for 6-24 months
- Shows users how to craft their own habit-support system

Program Data



15 weeks of class + 15 weeks of continuing access

Custom classroom – a “habit changing environment”

Text/audios/videos/chat/teleconferences

I’ll be coaching the class, and taking it!

(See the blog for the Classroom Tour Video
www.mytimedesign.com/wordpress)

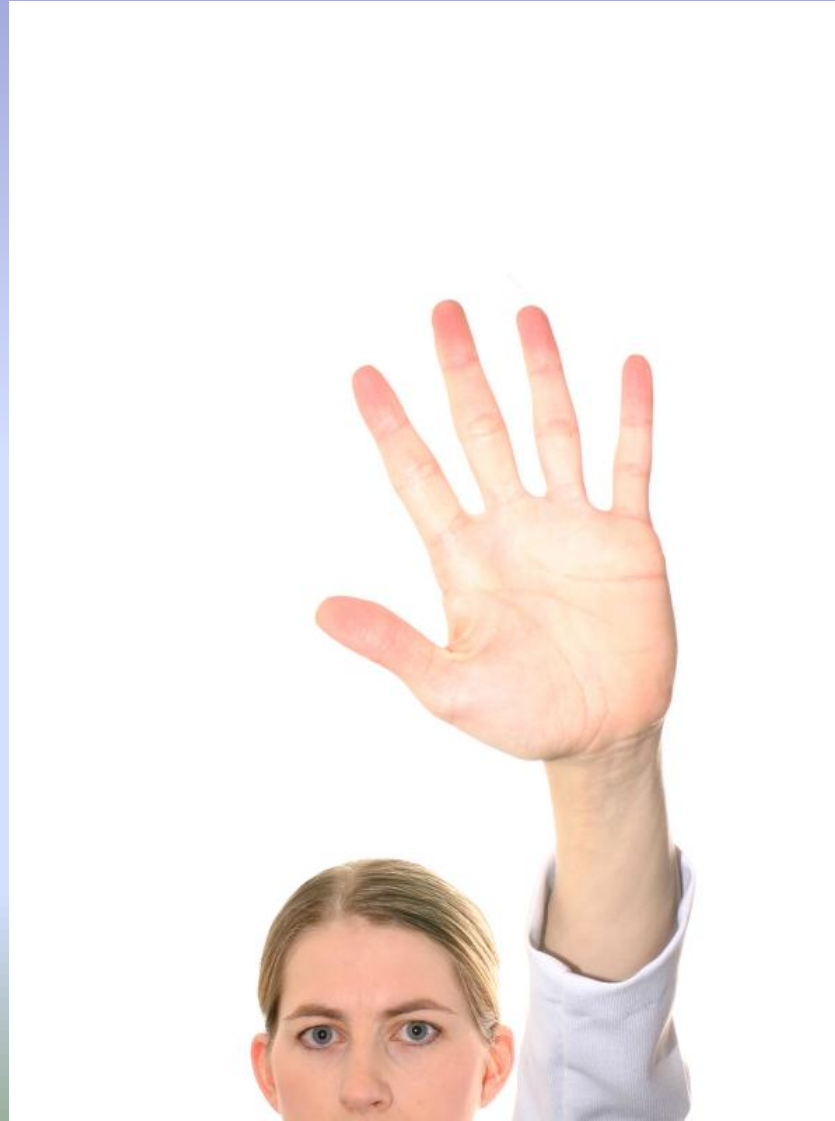
MyTimeDesign 1.0. Free

6 weeks of some of the core
MyTimeDesign 1.0 ideas and principles

Announcement:

The early-bird discount and opening
date

Questions?



Opening Date for Registration

Thursday January 28th, 2010

12pm EST



Early-bird discount

~~US\$299~~ → US\$199

For a Limited Time

Check your email Inbox for details

Early Notification!

<http://MyTimeDesign.com/early>

Thank You!

