



Redefine Time

Excerpts from “Principle 40” from *Success Principles* by Jack Canfield

The world is entering a new time zone; one of the most difficult adjustments people must make is in their fundamental concepts and beliefs about the management of time. ~ Dan Sullivan, Strategic Coach.

“The most successful people create superior results yet maintain a balance...They use a unique planning system that structures their time into three very different kinds of days that are prescheduled to assure the highest payoff for their personal interests.”

[Dan Sullivan](#) created a great system called “The Entrepreneurial Time System, which he has trademarked. It divides all of your time into three kinds of days

Focus Days

Buffer Days

Free Days

Focus Days- at least 80% of your time on these days is spent operating in your core genius or primary area of expertise- interacting with people or processes that give you the highest payoffs for the time you invest. To succeed, you must schedule more Focus Days and hold yourself accountable for results on those days. If your area of “genius” (the things you do easily and well) is networking with partners, that is how you would spend 80% of your focus day time.

Buffer Days

A Buffer Day is a day when you prepare and plan for a Focus or Free Day

Either by learning a new skill, locating a new resource, training your team, delegating tasks and projects to others. It’s detailed preparation time. You might also work with a mentor, develop a new presentation, write a brochure, work on hiring or training an assistant etc.

FREE Days

A Free Day extends from midnight to midnight and involves NO work-related activity of any kind. It’s a day completely free of business meetings, business-related phone calls, cell calls, email or reading that is work-related material.

On a true Free Day, you’re not available to staff, clients or students for any kind of contact, except for true emergencies- injury, death, flood or fire. Most “emergencies” are simply employees who haven’t been given enough training, responsibility or authority to stop rescuing people and trust that they can handle things. You must set clear boundaries. Training your staff not to bother you on your Free Days forces them to become more self-reliant. It also forces them to grow in ability and self confidence.

GOAL: 130-150- FREE DAYS EACH YEAR

EVERY WEEKEND COMPLETELY OFF = 104 Days. Find 25-30 more.

Free days are vital to your ability to recharge, rejuvenate, and rest, enabling you to be more creative and productive during your Focus Days. Free Days actually make you more rested, more productive and more valuable. ~ Jack Canfield

See Pages 282-286 of *The Success Principles* for more detail on how to implement this winning strategy. The rest of the book is pretty great too.

Susan