



The Runaround Dilemma

**Presenter: Rob Mosley, Senior Trainer, and Managing Partner
with Next Level Exchange**

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We've become a very "skim" society. We "skim" think. We "skim" talk. We "skim" read. It's important that we slow down and make time for the important things and not just rush through the urgent things. We often get caught up in what we call "The Runaround Dilemma." In this session, Rob shows us how to prioritize, know where to best spend our time and energy in accomplishing our goals.

Meeting: "The Runaround Dilemma" by Rob Mosley

If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.

(Facilitator): Time is a commodity we can't afford to waste - not in our professional or personal lives. Yet, the rush to do all, be-all, and have all creates deceptive action (often self-inflicted) in our quest for success. In this session, Rob reminds us to stop cutting corners when implementing our daily "to-do" list. Instead, slow down and understand how we use and see our time. By becoming more aware, we force ourselves to consider planning and prioritization in an entirely different light!

Rob starts by taking a deep-dive into a framework for prioritizing your time and tasks for increased efficiency and productivity – the Priority Matrix. This Matrix was designed by educator, author, and businessman Stephen Covey in his book *The 7 Habits of Highly Effective People*. Covey's Matrix originated from the Eisenhower Matrix (or Box), by Dwight Eisenhower, a five-star general in the United States Army who served as Supreme Commander Allied Forces Europe. He later served as the 34th President of the United States from 1953 to 1961.

During the Second World War, Eisenhower labeled two kinds of problems: Urgent and Important. His Matrix, classified time, and the guides to look at effective and or efficient activities. He saw that important activities have an outcome that leads to achieving our goals. Whether these are professional or personal- urgent activities demand immediate attention. They are usually associated with achieving someone else's goals. They are often the ones we concentrate on, and they require attention because the consequences of not dealing with them can be immediate.

Covey took Eisenhower's Matrix a step further by creating four quadrants of activities. Each quadrant was designed to help prioritize a person's tasks and responsibilities. Review the four quadrants and list your activities in each quadrant.



Quadrant 1: Urgent and important - These activities can stem from emergencies, pressing issues, and deadlines. List your Q1 activities:

1. _____
2. _____
3. _____
4. _____
5. _____

Quadrant 2: Not urgent but important - These activities focus on effectiveness through preparation, planning, and relationship building. List your Q2 activities:

1. _____
2. _____
3. _____
4. _____
5. _____

Quadrant 3: Urgent but not important – These "deceptive" activities stem from interruptions throughout the day, some meetings, and other people's issues. List your Q3 activities:

1. _____
2. _____
3. _____
4. _____
5. _____



Quadrant 4: Not urgent and not important - These activities are busywork, time-wasters, and escape activities. List your Q4 activities:

1. _____
2. _____
3. _____
4. _____
5. _____

(Facilitator): Now that you know what you have listed your activities in all four quadrants, identify a Q2 activity to help you minimize time spent in Q1 and Q3:

Q1 Activity (Urgent and important)	Q2 Activity to Minimize

Q3 Activity (Urgent but not important)	Q2 Activity to Minimize



Last, commit to planning time in your schedule each week for the Q2 activity listed above. List below your selected time (and deadlines) and add that information to your calendar as a reoccurring weekly activity to reinforce the commitment.

I commit to: _____

(Facilitator): If veering off course with competing priorities throughout your day – check yourself by reviewing the value of your time. Rob reminds us of another NLE training video, Power Planning by Jordan Rayboy. Jordan walks through calculating the value of time. Take a moment and figure how much your time is worth with the exercise below:

How many hours/week do you work: _____ X 50 (weeks per year) = _____ annual hours

How much do you want to make this year? \$ _____ ÷ (# annual hours) = \$ _____ per hour

How much did you make last year? \$ _____ ÷ (# annual hours) = \$ _____ per hour

What is your time worth? \$ _____ per hour \$ _____ per minute

Next, review the various activities throughout your recruiting day and apply a dollar amount to each activity. Use the examples below to get started. What would you modify or remove?:

- 2 hour of executing marketing calls = \$250.00
- 2 hour of recruiting candidates = \$250.00
- 1 hour of deal running = \$125
- 45 meeting = \$100
- 60 min planning and research = \$125
- Returning 10 emails/InMails = \$40
- 30 min of research in LinkedIn = \$75
- 30 min admin and breaks = \$75

With those rates in mind, what does a low production day look like for you?



Alternatively, what does a high production day look like for you?

With the above activities listed in your typical day, identify your top 3 - 5 priorities that you feel would benefit from time blocking more effectively?

What activities/request can you delegate to another colleague who is better suited to execute?

What activities can you delete/stop doing all together that create little value or no longer align with your, your teams, or company priorities?

What activities can you delay completion to keep your focus on higher valued priorities?



What suggestions/requests can you make of a colleague to work more efficiently/effectively together? What activities could you outsource to dedicate more time to higher-value activities?

(Facilitator): Rob's final point reminds us of the importance of prioritizing what's most important to accomplish. To do that, we much have detailed goals. Use the acronym SMART as your guide - specific, measurable, achievable, relevant, and time-bound? To keep the focus and motivation, begin with the end in mind: as a result of achieving the goals you've set, what will you accomplish? How will you benefit from achieving the said goal? How will others benefit?

Identify three work-related goals that fit the SMART category—reviewing each goal, list 3-5 action items with SMART steps and dates.

GOAL #1: _____

SMART (specific, measurable, achievable, relevant, and time-bound) action items:

1. _____
2. _____
3. _____
4. _____
5. _____

What will you do to reward yourself throughout and when you achieve your goal? _____



GOAL #2: _____

SMART (specific, measurable, achievable, relevant, and time-bound) action items:

1. _____
2. _____
3. _____
4. _____
5. _____

What will you do to reward yourself throughout and when you achieve your goal? _____

GOAL #3: _____

SMART (specific, measurable, achievable, relevant, and time-bound) action items:

1. _____
2. _____
3. _____
4. _____
5. _____

What will you do to reward yourself throughout and when you achieve your goal? _____



(Facilitator): Rob shared various planning tools that he and other producers utilize to make their planning more efficient. Review how you plan – how could you maximize your ATS/CRM to plan more effectively?

What are others in your sphere of influence utilizing to plan? List those tools below and carve out time to research how they could help you. Last, commit to adopting one planning tool/resource a quarter over the next year.

Notes: _____

