



## Leverage Your Time Using a DEAD Process

We, the living, can learn a lot from the dead. Remember Archimedes, the ancient Greek who was the greatest mathematician of antiquity along with engineer, physicist, inventor, and astrologer? Legend has it that the King of Syracuse had a ship stuck in the harbor, unable to launch, even with the brute muscle of every able-bodied man in the kingdom. Archimedes told the king that he could launch the ship single-handedly. The intrigued king gave him permission to try. Archimedes oversaw the construction of a vast machine comprised of levers and pulleys. At the end of the machine, there was a single lever that Archimedes pulled. And yes, the ship was launched.

In today's world, the power of leverage must be harnessed more than ever. The modern executive must leverage the one resource that cannot be expanded. Ever. That resource is time.

Executive success requires doing more with less effort à la Archimedes. Executives must juggle more things, multi-task, and give out precious time. Bombarded with information, professionals strive to meet a daunting response time to texts, emails and phone messages. Even more challenging is the expectation that executives will increase profits, decrease costs, multiply the company assets, and dramatically increase stock holder value. Leverage your time using a **DEAD** process. You have to **Delegate, Eliminate, Automate or Do-it.**

**Delegate** anything that allows a team member to manage, learn and grow as way of creating leadership development and succession planning. Allow your team to assist you through better delegation practices.

**Eliminate** the clutter that surrounds you. Eliminate those emails and papers that have been in files and on your desk. Eliminate those menial tasks that do not add value or processes that become outdated or need to be re-vamped with technology. Create sub files for papers that you want to keep and emails with attachments that stay in your inbox "for later reading." Eliminate goes for people as well. Sounds harsh? No. Employees that consume extraordinary energy are "stealing" time, energy and money from executives and the corporate mission. Allow those employees to find work elsewhere that better suits their needs. Statistics will tell you that these employees find something that suits them better. Ultimately, their departure helps them and helps your business efficiency.

**Automate** everything that can be. Make whatever can be done automatically and/or through systems to take this off of your plate. Automate your email to respond to sender with an announcement that you will read their email at certain times throughout the day that you have scheduled. This liberates you to respond to them the next day or at the end of a certain time frame so you are not pressured to respond as they arrive in your box. Automate processes within your responsibility that can be done by others on your team and/or electronically or through your companies technology.

**Do it.** Simple. Just stop putting it off and do it. Respond to those emails. Get that project completed. Read that important article. Empty that in-box. Do those employee reviews. Do all of the top level critical things *that you are paid to do and expected to perform as a leader within your business*. No procrastination. Become accountable. Be an example.

**DEAD** management works! By **Delegating, Eliminating, Automating** and **Doing**, your thoughts become more organized, your responses more timely, and your precious time will be more of your own. **DEAD** management will allow you to leverage time à la Archimedes to get unstuck and allow you to feel better about yourself, feel better about your work, and feel better about the example you set for others, including your loved ones.

If you need help implementing a DEAD process or other coaching models, please contact Scott Robinson at Robinson Resource Group, office#708-738-5040 or email [Scott@RRGexec.com](mailto:Scott@RRGexec.com).