



# The Time Trials

*How to Invest Time in Success  
and Win Calendar Wars*

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Photo by [Wesley Tingey](#) on [Unsplash](#)

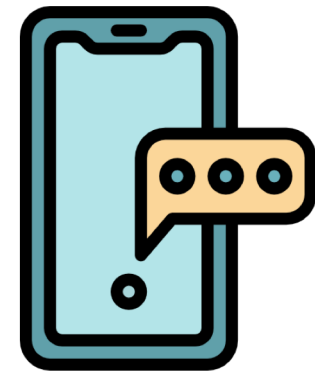
We work an average of 47 hours per week, however...



Average of 62 meetings a month



Average of 2.6 hours spent sorting through 120 email messages per day



Average of 46 push notifications per day

# The War for Time

Are you prepared  
for this....





...but feel like this?

Photo by [James Pond](#) on [Unsplash](#)

A close-up photograph of a person's hand typing on a laptop keyboard. The hand is wearing a silver-toned chronograph watch with a white dial and green accents, and a brown leather strap. The background is dark and out of focus, showing the laptop's keyboard and a dark surface.

# Time is as an investment

It is each person's to spend as they choose



We don't really need  
*Time*  
from people,  
we need  
*Attention and  
Information*

# Why Attention?

We don't  
really  
multitask,  
we rapidly  
switch tasks

I am great at multitasking

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

- Multitasking**      • Less efficient  
**Makes Us:**        • More prone to mistakes  
                             • Lose energy  
                             • Forget more

Source: <https://www.psychologytoday.com/us/blog/creativity-without-borders/201405/the-myth-multitasking>

**Step 1:  
Understand  
the  
Environment**

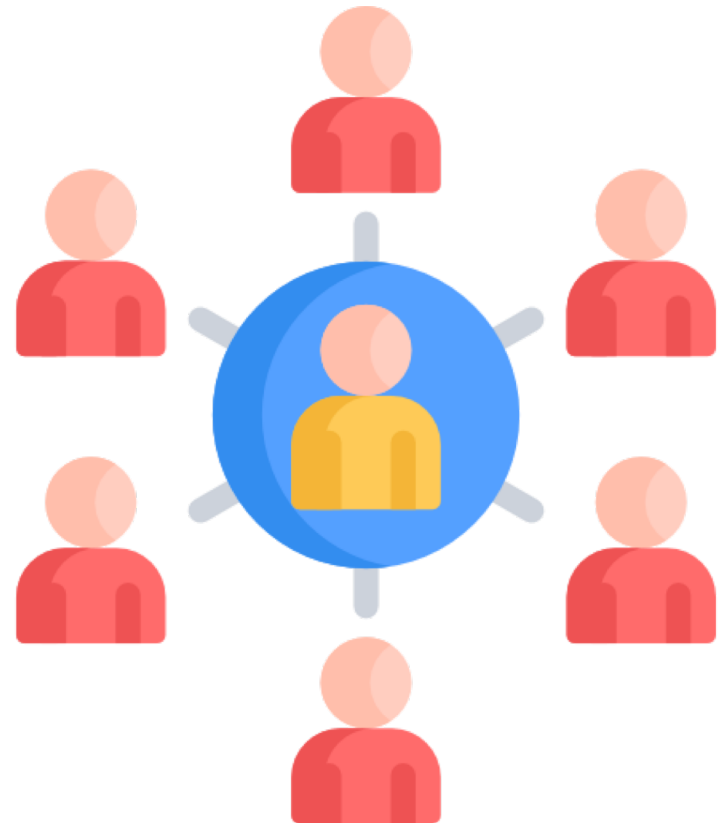
	<b>Work Culture</b>	<b>Operational Values</b>	<b>Decision Drivers</b>	<b>What is Rewarded</b>
<b>e x a m p l e s</b>	<ul style="list-style-type: none"> <li>• Meeting Frequency</li> <li>• Level of cross-functional collaboration</li> <li>• Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Level of individual autonomy</li> <li>• Short term vs. long term goal preference</li> </ul>	<ul style="list-style-type: none"> <li>• Quick decisions vs. informed decisions</li> <li>• Distributed vs. Bureaucratic</li> </ul>	<ul style="list-style-type: none"> <li>• Individual success vs. team success</li> <li>• How do rewards drive behaviors</li> </ul>





Step 2:  
Understand  
the  
Stakeholder's  
Circle of Need

- Who needs the same information from your stakeholder?
- What does your stakeholder need from others?
- What does your stakeholder need from you?



Step 3:  
Enable  
Mutually  
Beneficial  
Opportunities

- Create partnerships with those who have mutual need for information
- Determine ways to minimize stakeholder time investment while maximizing the attention and information you receive



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# New opportunities may require a fundamental shift in how your team does work: change is hard

## Confirmation Bias

People prefer new information that proves what they already believe

## Familiarity Bias

People overvalue what they already know

## Availability Bias

People prefer available data over representative data



Step 4:  
Bolster and  
maintain  
relationships

Strong cross-  
functional  
teams need  
**trust,**  
**empathy**  
and  
**inclusion**



# Rinse & Repeat



Maximize the Incremental Value for All



# Questions?



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