

# EARNING TIME

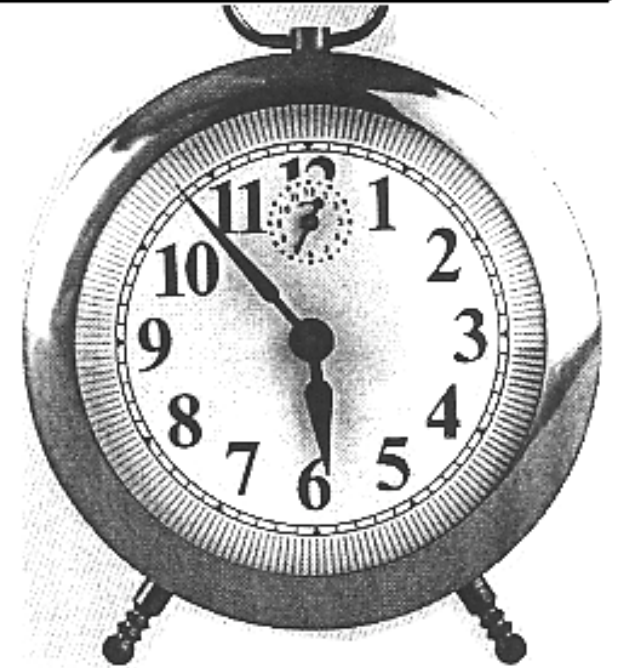
**Mark Boersma**

A minute saved is a minute earned. Perhaps you have never heard that saying before. We are all too familiar with how to "earn our keep," but most of us are not used to the concept of earning time. We are more than willing to admit that time is the most limited of our resources. We do not like to give our time to just anybody, and we especially hate to WASTE it. This is why we take an active role in safeguarding our time. After all, a minute wasted could be tomorrow's lunch.

Although this reasoning is often cited when objecting to project planning, it really provides the basis of why project planning is a "necessary evil." For one thing, if you don't have time to give away, then you certainly do not want to waste your time on actions that are not going to yield a substantial return. Project planning is a safeguard

against this type of waste. A good project plan is like a good soccer strategy: it utilizes all assets efficiently with the ultimate goal being to score a goal. When was the last time you saw a member of a professional soccer team running down the field in the middle of the game simply because he or she felt like it rather than because it was part of a strategy.

When planning a project, spend time focusing on goals and strategic actions that will lead you to "score." Yet, this time is by no means wasted or simply given away because you've just thought through and documented your strategy for achieving your goals. Now that you have this strategy in place, you can easily track your progress. Since you now have a strategic system in writing, you will be able to see which actions work and which ones do not. So, the next time you do a similar project, you will have a template to follow, and that will save you hours of planning and time



that would have been spent on actions that lead nowhere. The time you save will be time well earned. ■

*Mark Boersma is President of Synergy Solutions, Inc. Synergy develops comprehensive custom business planning systems, recruiting plans, and has numerous marketing/sales products to help individuals/companies reach their potential. For further information, call Mr. Boersma at (630) 393-9909.*