



## The Brilliance Factor!

Have you ever wondered how some extremely successful people not only get “it” all done but also have time for vacations, trips and golf? It's because they understand the concept of The Brilliance Factor.

The Brilliance Factor is the 20 percent of your work that provides 80 percent of the payoff. I asked one of my clients to closely examine all of her clients over the past three years and find the top ten. She was shocked to discover that she really only had eight core clients, and of those, six were highly profitable and two cost her extra time and expense. The real eye-opener, though, was that her two least profitable clients were the ones she spent the most time on.

My client then discussed her “value” of time. We tend to think of cars and “things” as having value, but how often do we say, “I only spent a few hours—it didn’t cost me anything”? If someone stole your car, you would report it to the police. If someone steals your time, it’s not even a misdemeanor!

The challenge I gave to my client is to change the way she thinks about time. By her estimate, her time is worth about \$50/hour. She “gave” herself a pay raise by deciding her time was really worth \$100/hour, which made it is easy to think about how she used it. She then charted her day over one week, by 15-minute increments, so she could see exactly where her time was spent. She admitted that just being aware of this assignment caused her to stop “putzing” and wasting a few minutes here and there. Finally, she analyzed her chart and highlighted the duties that were extremely important and that only she could do, strategizing how she could delegate the much less important tasks/projects.

My client’s goal was to take Friday afternoons off. The reality far exceeded her expectations! She found herself with small blocks of time during the week that she spent thinking, marketing or following-up with prospects. She also was able to leave work at 5:00 p.m. two days in a row! After one month with this focus, she gained two highly profitable clients and was able to achieve her goal of Friday afternoons off.

### **Authors Note:**

Strategic Management Partners, Inc. is an executive coaching company that helps companies go from "outstanding to brilliant". We help our clients develop their skills, hire superstars, break through the glass ceiling and make the most of their future. For a complementary 30-minute coaching session, please call Kathy at 763-241-8010, or by E-mail at [kathy@gillengroup.com](mailto:kathy@gillengroup.com).

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# Time Worksheet 1 **Ideal**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00							
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NOTES: Use 1 page for your IDEAL day. Block out times, using colored pencils if available, showing what you do when you work as well as when you have time for hobbies, reading or relaxing.

ON PAGE TWO, chart your ACTUAL use of time during the week.

**What do you want to do more of?**

**What do you want to do less of?**

## Time Worksheet 2 **Actual**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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12:00							

NOTES: Use page ONE for your IDEAL day. Block out times, using colored pencils if available, showing what you do when you work as well as when you have time for hobbies, reading or relaxing.

ON THIS PAGE, chart your ACTUAL use of time during the week.

**What do you want to do more of?**

**What do you want to do less of?**