

TIME MANAGEMENT DINOSAUR

Re-Discovered From The 1930's
Still Causing Havoc In Streets, Homes, And Offices Today!

From the desk of Nathan Shaw
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For Immediate Release

An old relic of time management was unearthed last week by none other than Nathan Shaw, well known for his 2007 discovery of the time lattice method of time management - his work in 2008 has concluded with the unexpected discovery of a TMD (Time Management Dinosaur)...

Ok, I'm playing.

But this is actually dead serious because it's true - I really have found a time management dinosaur. And it's still kicking and dangerous.

In fact, it's one of the oldest relics of time management theory...And one that still has it's massive jaws snapped tight around your natural skill with managing time.

This will only take a couple minutes to explain...

And Charles Schwab paid \$35,000 for this tip, so it's worth knowing right?

So here's goes...

This TMD is a terrible technique for time management still taught by helpless time management trainers, who repeat what they read 20 years ago... that was based on training from 50 years ago... that was derived from one single 20 minute business meeting during the 1930s...

The Exact Time Management System That Steel Magnate Charles Schwab Used
(To earn 100 million dollars - in the 30's!)

And why it's totally BOGUS for today's modern lifestyle

Ivy Lee, an efficiency consultant in the 30s, told Schwab to make all his executives write a list of their 6 most important things they had to do for their area of work. And then to order them by priority. And to do them in order. And that's it.

Well 3 months later, Schwab decided the results were worth paying Lee US\$35,000 for. (At the time, the average worker in the US was being paid \$2 per day.)

And that single time management technique made Schwab the most successful steel man in America - earning him 100 million dollars in 5 years.

So if it was good enough to make 100 million, isn't it good enough for you and I?

Well let's see... Just write down the top 6 priorities you need to get done, and do nothing else but them until they're all done, one by one...

But before you ruin your life... let's think about it just for a second.

- Schwab and his top management were able to command employees to do their bidding.
- They had enough *cashola* to employ maids, cooks, nannies, etc.
- And they lived in the 30s - known as 'the age of style', when times were good, and life moved slow. Certainly nothing like our busy modern hectic lifestyles we have today.

And you probably don't have a cook, maid, and nanny. I know I don't.

But here's the real kicker.

That one darn suggestion (that worked great in the 30s) has become the underlying principle of time management techniques still taught today.

And sure, it seems like common sense doesn't it?

- Make a list of what you gotta do...
- Prioritize the most important one's,...
- And then do them one by one.

So if you think that will work for you... if you think that's some kind of magic revelation... if its the first time you've been exposed to this idea... then by all means go ahead and give it a try.

But if you get frustrated with all of modern life's distractions, chores, and piles upon piles of opportunities that pass you by day every day... then you'll feel as I do (which I realized in 2007) that modern time management needs to step back from these 80 year old 'industrial' techniques, and come from a new modern perspective.

That's when I made the InstaTime breakthrough. And I want you to have it too.

It's not cheap like buying a book of time management techniques, but I believe it will be well worth your while. And I'll happily give you your money back if you find it's not helpful to you personally. That's my offer if you decide - you do want to try it.

So the oldest Time Management Dinosaur (TMD) I've 'excavated' so far is Ivy Lee's 'prioritize by importance' technique.

... It is highly suspected that more TMD's (time management dinosaurs), are still lurking the streets, homes, and offices, of overwhelmed citizens in this time starved, modern living addicted, success crazed world.

- End transmission -

I hope this has been both fun and valuable.

Nathan Shaw

www.TimeManagementSystemLattice.com

Final Notes:

In late **2006** I found an old **1920's** course on Efficiency (claimed to be the world's first ever) from the Emerson Institute of Efficiency. I then realized getting organized is impossible in today's modern lifestyles... That what we're all really after is to be efficient.

Then in **2007** I re-read the story of Ivy Lee and his **1930's** time management technique of prioritizing... and that made me realize how time management training is 80 years out of date!

I wonder what I'll find this year of **2008**, probably something from the **1940's**, maybe I should read more on Albert Einstein...

... Speaking of which - Einstein offered the following idea about time: "The train does not arrive at the station at 7:00 p.m. The train arrives at the station at the same moment the hand on the clock reaches seven p.m."

Hmmmm...

PS. The Time Management Self-Assessment Quiz on the homepage

www.timemanagementsystemlattice.com considers your approach to 3 time management techniques:

1. Prioritize by Importance (or Urgency)
2. Using Weekly Schedules
3. Schedule Activities To Time

You can join our *Time Management Dream Team* (it's free) at www.timemanagementsystemlattice.com/members where we discuss, test, and solve the problems with these and other time management techniques.