

Get Control!SM

Get More Done



Time Management Training Rollout ***The 5 Worst Mistakes You Can Make***



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Time Management Training Rollout

The 5 Worst Mistakes You Can Make

- 1. Launching Useless Training**
- 2. Not Presenting It As An Enterprise Initiative**
- 3. Failure To Measure Impact Correctly**
- 4. Allowing The Results To Stagnate**
- 5. Your Trainer is Boring**
- 6. Bonus Insight! Make It Mandatory!**

Productivity training should create real and lasting change.

--- Mike Song, CEO, getcontrol.net



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Getting Started

Congratulations! You're about to embark on the highest ROI training initiative that exists – a productivity or *time management* training project for a group or organization. No other training experience can deliver this much ROI to so many people or provide so many opportunities for mistakes. However, if properly executed, a productivity initiative like this can deliver:



- 15 work days in saved time per year per participant
- Organized, prioritized employees who get 20% more done each week
- Increased revenue from sales people no longer struggling with “admin burden”
- Improved communication that leads to better execution and results
- Reduced liability costs via improved email etiquette
- Energized, motivated, and more fulfilled employees

A productivity initiative is a huge opportunity for you to succeed or fail -- largely. It's very gratifying when excited colleagues who are suddenly taking their careers to the next level thank you over and over again for making this training possible. It feels great! And there is nothing worse than having your executives upset with you. They're struggling with an age-old challenge: ***How can we do more with less?*** By boosting productivity, you're giving them exactly what they crave: a lasting, competitive advantage that doesn't require a huge capital investment. By making these grave mistakes, ***you*** can make the organization's bottom line worse by increasing costs, lowering sales, and stagnating output.

How do I know this? I've rolled out hundreds of large-scale initiatives for organizations including Novartis, Capital One, Mercedes, and McDonalds. I have seen firsthand what happens with the success or failure of a time management training initiative. So read this paper carefully and call if you need help or would like a free web demo: 1-888-340-3598 – Mike@getcontrol.net.

We guarantee our work.



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Mistake 1: Launching Useless Training

How many times have you attended or reviewed a time management course that focused on a series of irrelevant best practices that busy participants will never use in the real world? The focus in such courses is misplaced and impractical.



For example, these courses might push useless advice for getting your inbox to zero every day by 5PM. Ask a roomful of your colleagues if getting their inbox to zero is more important than completing a high priority project. Busy professionals are much more interested in techniques that *decrease* incoming email in the first place helps -- it helps them get organized and prioritized so they can get more done!

So dump the fluff! The days of 8+ hour training sessions, reviewing “values”, watching motivational movies, and plopping pebbles into a jar are gone. I’m not saying those things are necessarily bad. I am saying that today’s workers are overloaded and tune out quickly. The most successful training programs are 1.5 to 2 hours long, well-paced, engaging, and packed with useful, *practical* information that people can immediately leverage.

It’s critical to focus on the *most important pain points* your people are experiencing. To help with this, I co-wrote a white paper called *Wounded Workflow* – based on 35,000 professional surveys – that clearly describes the four most frustrating productivity barriers. We can help you diagnose your organization’s unique pain points via a **Get Control! Impact Workflow Assessment**. [Email us](#) to request the free white paper and assessment.



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Mistake 2: Not Presenting It as an Enterprise Initiative

Don't refer to your initiative as "Personal Productivity Training". The greatest ROI comes when all of your people adopt a small number of high impact best practices. From now on, think of this as *team efficiency training*.



"Personal productivity" involves focusing on one person's impact. Individuals don't worry about anyone else. When everyone does things differently, real impact won't be significant or measurable. Instead, keep *all* stakeholders focused on these important insights:

- Productivity is lost through **ineffective team interaction** (focusing on the wrong priorities, poorly written email, lost info on shared drives, unprepared meeting participants, etc.).
- One **inefficient team member** can slow the entire team down!
- The biggest obstacle to **team efficiency** is a leader who doesn't know how to coach productivity. The result is a team that falls behind on projects, misses opportunities, and frequently miscommunicates.

Think "We" vs. "Me". Plan your initiative as "team training" and find leader champions who are ambitious and results oriented. They'll motivate their people to attend because they see a better way for *everyone* to work. Hint: The higher you go in the management ladder, the more people will "get" that this is an enterprise imperative. Leaders should view the benefits of efficiency and improved productivity as a corporate quality or a process improvement initiative similar to Six Sigma.

Finally, if your pilot is a smash hit, a team-based program will be easy to scale to the rest of the organization. Think big. Think **team**.



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Mistake 3: Failure To Measure Impact Correctly

Measuring the success of productivity initiatives is critical to your success. If you want to have large- scale *positive* impact and the approval of your management, you'll need to know how much time and money is saved. We have developed a series of easy-to-implement tools that measure your ROI with great precision.

The key is to measure twice – two weeks before and two weeks after training. Immediate post-session survey results, *aka* “Happy Sheets” are recommended only as a way to get a general sense of how the training was received. If the training is excellent, the results will demonstrate tremendous savings via enterprise adoption. We typically receive a rating of 75% **Excellent** on two week post-training follow up surveys.



Important Tip: There are many ways to mess up an impact assessment:

- If you **ask the wrong questions**, you won't have a useful pre-to-post training comparison after the program is completed.
- If you **don't design your tool with statisticians** who understand how to create *statistically valid* results, your data-driven executive team will tear the results to shreds.
- If you **don't work with IT** to show reductions in server cost via a TCO (Total Cost of Ownership) analysis, you won't know your true hard dollar savings.

Participants who attend ***Get Control!*** seminars achieve concrete, measurable results, including an over 20% reduction in time spent on email and an average improvement in quality and clarity of email of more than 35%. Don't make the mistake of failing to measure the results of your initiative correctly!

We would be happy to assist you with impact measurement. [Email us](#) if you need help.



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Mistake 4: Allowing The Results To Stagnate

If people change their behavior for a month or two and then return to their old habits, you may be held accountable by management for failure to capture long-term results. Don't launch an initiative that wastes a lot of time and resources! Your pat on the back comes from generating lasting results. Include these three essential elements into your time management training initiative for the greatest enterprise impact.



First, you have to make the training so dynamic that it causes a **buzz** to occur within your organization. The key is to motivate participants to share insights with others after the training. People are much more likely to remember what they've learned if they teach it to someone else.

Next, you need to have a way of convincing **leaders** to emulate all the behaviors in the workshop. If they become efficient with priorities, email, and meetings, they will inspire and teach their teams. Running a leadership focus group can help you gain buy-in before and after the program.

Finally, remember that **repetition** is the only way for training to become part of your culture. We offer free follow-up refresher webinars and a monthly 90-second **Get Control!** sustainability video to help participants continue to leverage workshop insights for years to come.

Contact us if you aren't able to create a truly lasting program. We have content for leader focus groups, refresher webinars, and sustainability videos already built to perfection and ready for you. 1-888-340-3598–
info@getcontrol.net



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Mistake 5: Your Trainer Is Boring

Don't let this happen to you! You are launching your time management program and all of the big executives are there. Your trainer gets up and begins to share some relatively obvious information. He's telling people not to use "Reply All" so much – but he isn't making it memorable or telling people why this is such a time-consuming habit that is costly to the organization. People are distracted.



Boring trainers match one of these two profiles:

1. **The NON-TECH TRAINER:** He's a motivational, story-telling, "warm and fuzzy" guy who struggles to answer even easy technical questions thrown out by the skeptics in the audience. His presentation sounds fluffy and obvious and participants tune out. His pacing is slow and he runs 20 minutes over, eliciting comments from the group that he isn't "very organized". Worse, they say that the effort was a big waste of their time.
2. **The MEGA-TECH TRAINER:** She knows all the tips and tricks but consistently fails to dramatize content and relate it to the real world. She struggles to connect with the audience and in some cases is a little condescending. The presentation feels like an instructional manual for spreadsheet software. You wince as you watch the CEO fall asleep. You worry about the success of this initiative and your next evaluation. ***Why would anyone rave about this?***

The key, of course, is to have stellar time-tested content delivered by a person with both technical (hard) and training (soft) skills who has a passion for training. This type of person is rare. It takes us a long time to find the perfect candidate and then a long time to perfect their ability to teach ***Get Control!*** programs. However, when they are ready, 99% of participants rate our training **Excellent** or **Good**. Make sure that you choose and train your trainers with great care. Again, [let us know if we can help](#) in any way.



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Bonus Insight: Make It Mandatory

I strongly recommend having *everyone* within an organization attend your team efficiency training program. 99% of participants who attend **Get Control!** Training rate it **Excellent** or **Good** – regardless of whether the training was mandatory or voluntary!

People who sign up for voluntary training are already your most proactive and efficient colleagues. They've learned from experience that even a small productivity tip can be a big help. I witnessed a similar phenomenon when I worked in the healthcare field. Healthy people showed up most often to get their cholesterol checked! We used to call them *The Working Well*.



The same is true of productivity initiatives. The people who need it most are often the ones who skip it. After all, they're perpetually disorganized, behind on projects, and out of time! One of my great joys is watching these folks transform from grumbling training prisoners into beaming **Get Control! Champions**. You can't help but feel great when they enthusiastically shake your hand after the training and ask, "**Why didn't someone teach us this five years ago?**"

If you need support, we can help convince your upper management to compel people to attend. The key is to be confident, show metrics, and passionately defend the idea that this is more than just training – this is an enterprise-wide initiative that will lead to *lasting, measurable change and create a distinct competitive advantage*.

About the author: Mike Song has reached millions through his best-selling productivity books, award winning Get Control! Training and frequent media appearances on CNBC, CNN, and NPR. Mike creates raving fans through his keynote speeches, webinars, and live training. His programs are guaranteed to save 15 work days a year per participant! Visit www.getcontrol.net for more info.



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