

Daily Time Log: For A “Big Shift” In Your Productivity

Instructions: For 3 full days, record activities that you do during business hours. (Don't adjust your schedule to get “better” results.) At the end of the day, assign a priority (CGA, PSD, LV, LD, ZD) to each activity and add any comments with observations you may have. Use one sheet per day. If you work until 6pm, for example, then fill out the rows up to the 6pm time slot.

Date: _____ Day of week: _____ Total hours worked: _____

Time	Activities	Comments	Priority
8:00 am			
8:30 am			
9:00 am			
9:30 am			
10:00 am			
10:30 am			
11:00 am			
11:30 am			
12 noon			
12:30 pm			
1:00 pm			
1:30 pm			
2:00 pm			
2:30 pm			
3:00 pm			
3:30 pm			
4:00 pm			
4:30 pm			
5:00 pm			
5:30 pm			
6:00 pm			
6:30 pm			
7:00 pm			
7:30 pm			

Assign a Priority to Your Activities

- **CGA** = Client Generating Activities (activities that have the potential to bring in clients and extra revenue; including sales conversations, follow-up with prospects, client-producing marketing activities)
 - **PSD** = Paid Service Delivery (working with clients or on client projects for which you get paid)
 - **LV** = Long-Term Value (activities that will not result in short-term revenue but are strategic: building strategic alliances, creating systems, impactful learning, creating content, developing programs or products)
 - **LD** = Low Dollar Per Hour (administrative tasks, errands, shopping, repetitive tasks, low priority emails)
 - **ZD** = Zero Dollar Per Hour (surfing the net, distracting others, calling friends to chat, personal email)
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Reviewing Your Daily Time Log

Once you have completed your Daily Time Log for 3 full days, you will analyze the log to evaluate where your business hours time is actually spent. **The goal is to identify time wasters, reduce low value activities and focus on high-value activities.**

There are questions you should ask at the end of each day and the 3-day period:

1. Were you satisfied with the way that you spent your day?
2. Client Generating Activities: how much time did you spend?
3. Paid Service Delivery activities: how much time did you spend?
4. Long-Term Value activities: how much time did you spend?
5. Low Dollar Per Hour activities: how much time did you spend?
6. Zero Dollar Per Hour activities: how much time did you spend?
7. How much time did you focus on activities that support your goals and priorities?
8. How much time did you waste on activities that do not support your goals and priorities?

NOTE: This resource is an excerpt from The Big Shift Experience. To go through the full program, get more information here: www.bigshiftexperience.com/special