

How to manage time effectively

By Eti Katabi

This has been a big dilemma for the last 15 years, what has happened? What has changed so much? Why has time become a problem?

Every organization teaches their managers how to manage time effectively.

Today managers are faced with more **tasks** than before - more and more tasks at the same time, but the times have not changed. There are still 60 minutes in one hour, and the day has 24 hours - no changes. The conclusion is that we deal with more choices at the same time.

The capitalist dream to pay less and to get more works well here. But the big question is how do you do more and more work within the same amount of time.

A lot of techniques have **evolved** regarding how to teach the manager to manage their time and to **finish** all tasks on time. The first methodology was to teach how to prioritize tasks and then to determine their urgency.

Many different techniques were developed to help to deal with time management, but we can see that they have not been particularly helpful. I got to this conclusion after seeing many managers who had learned all kinds of techniques and they still had time management issues. Why was this?

From my perspective, first sometimes no matter how good you are, you cannot manage all of your tasks on time.

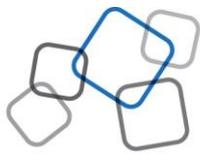
Time management is not about one technique or another. It is more about your attitude and your understanding of the materials that you are dealing with.

We think that if we do a lot of things together at the same time, we would save a lot of time and we must only learn how to deal with this.

There is a very nice **instructional video that** I used many times to show the paradox about the time, and each time everyone was shocked. In the video you can see an elevator full of people and when the elevator stops on the first floor, many people are standing outside waiting it. The elevator stops and then all of the people in the elevator come out. Nobody blocks them. The people waiting outside wait until the last person comes out of the elevator and then they start coming in.

The people who watched the video were laughing and their response was, "how can it be that they do not know to do two things at once"?

The next scene in the video was the same elevator full of people stopping on the first floor and people entering and exiting the elevator at the same time.



Now the response was, “this is the right way; we must save time; we don’t have all day to waste - we must get moving.”

My question was, “who do you think saved more time “? Everyone agreed with the answer, “When the people entered and exited together.”

When I showed them the results, they were shocked. The result was the opposite of what they had thought and what they had been sure of.

They concluded that doing things together does not always save time. In fact, you can waste more time than save it.

In the end, time management is not about multitasking only. It can be, but in the end it is also limited. Everyone has their limits. You can learn to use your limits better and improve yourself but the way to do it is not through technical ways of sorting what is important from what is urgent. Time management is about attitude and not about “technical time”. It is all about us - how we understand the issue at hand and how important it is to us - how much we care about it - what it means to us - and even when it does not make sense - no time management training will help. We can continue with all of our tasks and continue feeling exploited while mistakenly thinking that time management training will actually assist us. But in the end the choice of buying into this is up to us.

Contributed by Eti Katabi
eti@kishurimhr.co.il