

# Manage your time

## Planning & Organisation

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One of the biggest struggles for any business, whether you are just starting out or an established florist, is managing your time and using it wisely! Everyone has the same 24 hour day, but some people can achieve **so much** in this span of time!

Time management allows you to increase productivity by streamlining your processes into manageable bitesize pieces. Ultimately, time is money as a business owner and you cannot afford to waste any of it! Time blocking is a really good way of helping you to manage your time effectively. It makes work less stressful because everything you do is managed in a way that's more efficient for you and your team. Time management improves all aspects of a business and it will show in your books!!

One of the simplest ways to time manage is to get a daily planner, whether it is a physical copy or digital (online). Many planners and team collaboration tools can be found online. No matter which tool you choose, you can follow the SMART approach:

## Specific

Your goals need to be as specific as possible, because otherwise they won't give you enough direction to follow through. The goal or target should be very precise with no room for misinterpretation.

## Measurable

Give yourself realistic deadlines to finish the task at hand. Adding specific dates, amounts, makes your progress more quantifiable. A fixed amount of time to visualise the finish line!

## Attainable

Be true to yourself and realistic about the task at hand. The goal should be attainable — not outlandish or unrealistic.

## Relevant

Align your goals or targets with the direction you want your business, career or personal life to take. The goal should contribute to your broader, overarching goals.

## Time-Bound

The goal should have a defined start and end date. This will help you feel more accomplished when you complete the goal!

**TIME IS NON-  
REFUNDABLE**  
*use it with intention*

## **Factors to consider when creating your plan:**

### **Distractions**

Are you easily distracted? What are your main distractions? Do you work from home, in a studio or flower shop? If you are distracted by your phone, make sure that your notifications are turned off. If you are distracted by your chatty team, take yourself away to a quiet corner for a couple of hours to focus on your work. If you are at home with your family, communicate your daily plan to them! These are quick, easy and attainable steps to make sure you are focussed on the tasks at hand.

**TOP TIP:** If at any point during the day, you have a sudden '*Eureka moment*': ***A moment of sudden, triumphant discovery, inspiration, or insight.*** You can add this to your planner to refer to when you make your plan for the next day. This could be related to your USP, your website, quite literally anything to do with your business! Adding to your planner will allow you to keep note without having to try to remember everything!

### **Regular Breaks**

Do you ever work through lunch or dinner? Do you ever take time out away from your work space? Although it may seem counterintuitive, taking regular breaks (recommended is 15 minutes per hour) can be extremely beneficial for your work day; benefits include lowered stress levels, improved performance and focus. Break up your tasks with simple, refreshers such as de-cluttering, watching a quick tutorial, reading a magazine post online, wordle, making a bouquet order. All of these tasks may not necessarily be on your planner, but they will help you feel more refreshed and raring to go to complete the tasks on your list!

### **Rewards**

This leads onto reward. It is important to set yourself up for success and give yourself rewards throughout the day and/or week. These include the simple acts of making yourself a cup of coffee, reading a magazine, watching your favourite television program or catching up on Academy tutorials. One of the biggest and satisfying rewards for me is crossing off or highlighting the tasks I have done that day!

### **Emails and Social Media**

Are you ever contacted by customers out of hours? Make a conscious effort to only respond to your customers within your working hours. If you choose to do emails early in the morning or in the evening, you can set a time for the email to send ('send later'). This sets strict boundaries moving forward and customers do not expect you to be available 24/7.

In relation to social media, It is very important to understand and block the time it normally takes you to create your posts and simply scroll on social media on your planner. It can be a huge time waster, especially at night!

DONT BE  
BUSY  
*be productive*

## So how does it work?

Planning your work is the most important strategy. The best time to plan a day's activities is at the **end of the previous day**. That way, you can get a head start and a focus. If you don't start each day with a plan, your time will be taken up planning instead of focusing on what needs to be done.

This plan can be done simply using paper and pen, my preferred method, a word document, a spreadsheet, a diary, whatever method works best for you.

1. Priority Tasks: Add appointments to your planner that are a **MUST**. Block out the date, time and how long tasks are going to take. These include; parents evening, doctors appointment, meetings with accountant, etc.
2. Goals: From your list of goals, select tasks that you want to achieve this week and add to your planner
3. Reality Tasks: Add in reality tasks such as taking and picking up kids from school, cleaning, walking the dog etc.

## Example daily plan:

6.00am	Wake up and get ready for work
7.00am	Walk the dog
8.00am	Buying with online wholesalers
8.30am	Schedule posts on social media for work
9.00am	Team meeting
10.00am	Emails
10.30am	Morning coffee
12.15pm	Lunch
1.15pm	Demonstrations / Content creation
5.00pm	Finish work / Drive home
5.30pm	Walk the dog
6.00pm	Check social media
6.30pm	Prep dinner
6.45pm	Schedule tomorrow
9.00pm	Have dinner. Watch television
10.30pm	Go to bed