



# Win Back Your Time

Tools for Clear Thinking  
and Focused Action

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This workbook will help you identify where you create the most value, manage your energy more effectively, and prioritize what truly matters in your work. By completing these exercises, you'll develop a clear plan to focus on high-impact activities while systematically reducing or eliminating low-value work.

## The Productivity Paradox

In today's world

Activity does  
not equal Value



Our mindset from the industrial age taught us that hours worked is what you get paid for – this is the **"time economy."** But we now live in a **"results economy"** where you're paid for outcomes and the value you provide to others.

## The Productivity Hierarchy

There are **three levels** to productivity:

### 01 Impact

Outcomes that produce results  
for you and your clients

### 02 Efficiency

Doing it in the best way possible

### 03 Volume

Doing as much  
as possible

Most people start at the bottom with volume (**doing as much as possible**). They find it extremely difficult to work up to impact from there. The key is to start at the top with impact, then create systems to do that work efficiently.

# Value Clarity Matrix



The purpose of this matrix is to help you identify where your true value lies in your role. By completing it, you can direct more time and energy toward high-value activities while recalibrating your efforts to reduce time spent on low-value work.

## Focus

High Value to You  
High Value to Clients

01. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
02. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
03. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Repurpose

High Value to You  
High Value to Clients

01. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
02. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
03. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Systematize

High Value to You  
High Value to Clients

01. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
02. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
03. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Eliminate

High Value to You  
High Value to Clients

01. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
02. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
03. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

01



## Focus

Activities that energize you and create significant value for clients.

02



## Repurpose

Activities you find fulfilling but must be channeled toward client value.

03



## Systematize

Activities that create value but drain your energy.

04



## Eliminate

Activities that create minimal value and drain your energy.

## Reflection Questions

1. What surprised you from completing this matrix?

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2. What did you know but now see differently?

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3. Where do you need support?

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Many people who feel overwhelmed look to time management solutions. But time management isn't the answer in today's age of constant distraction. Instead, the solution is energy and attention management.

## Generator Mode **vs.** Responder Mode

Throughout our day, we switch between two fundamental modes of work:



### Generator Mode

Creating opportunities for the future

- Solving problems to improve processes and systems
- Building new relationships or deepening existing ones
- Educating your market through creating content/materials
- Innovating with new ideas and approaches



### Responder Mode

Maintaining the current state

- Fulfilling administrative and operational needs
- Keeping up with communication demands
- Responding to client requests
- Managing day-to-day business operations

The challenge comes when we can't distinguish between these modes and constantly switch between them. This fragments our attention and pulls us toward Responder Mode because Generator Mode requires mental space and energy to enter.



## Energy Mapping



When are you at your best energy during the day?

Morning: \_\_\_\_\_ Midday: \_\_\_\_\_ Afternoon: \_\_\_\_\_ Evening: \_\_\_\_\_

When is your energy lowest during the day?

Morning: \_\_\_\_\_ Midday: \_\_\_\_\_ Afternoon: \_\_\_\_\_ Evening: \_\_\_\_\_

How do you currently use your high-energy time?

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How do you currently use your low-energy time?

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How could you improve this to align energy with impact?

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## Daily Mode Planning

*Best time for Generator Mode activities*

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*Best time for Responder Mode activities*

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*One change to better align your energy with your work*

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## The #1 skill in business is prioritization.

Better priorities lead to more money and more time.



As humans, we struggle with prioritization because we have a bias toward adding rather than subtracting when solving problems. True prioritization requires removing things, which we find difficult.



### Your Highest-Value Impact

Based on your Value Clarity Matrix,  
what is your highest-value impact in your role?

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*Key activities involved in this high-impact work:*

01. 

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02. 

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03. 

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04. 

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05. 

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When will you schedule these activities?

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## Potential Obstacles

What might get in the way of focusing on your highest-impact work?

*Colleague expectations:*

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*Client expectations:*

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*Personal habits:*

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*What needs to change to sustain your focus on high-impact work?*

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## Your Targets (Next 90 Days)

List **3-5 key goals** (personal and professional) for the **next 90 days**:

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_



## Your Processes

What processes will you implement to achieve these goals?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_



## Your Habits

*Habits to build:*

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_

*Habits to change or eliminate:*

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_