

Time Liberation Matrix Report

Task Prioritization Matrix:

| Task | Time Spent | Urgency | Impact | Recommendation |
|------------------------------|------------|----------------|---------------|----------------|
| Review financial performance | 20% | Low Urgency | Low Impact | Delegate |
| Approve marketing campaigns | 20% | Medium Urgency | Medium Impact | Delegate |
| Attend partnership meetings | 45% | High Urgency | High Impact | Retain |
| Team performance reviews | 20% | Low Urgency | Low Impact | Delegate |
| Strategic planning sessions | 20% | Medium Urgency | Low Impact | Delegate |

Observations:

You spend 45% of your time on tasks with high impact.

You spend 80% of your time on tasks with low or medium impact.

Time spend areas:

- Preparing for board meetings
- Dealing with unexpected crises
- Worry about business future
- Overseeing day-to-day operations
- Handling recruitment and hiring
- Micromanaging
- Managing key clients
- Following up pending tasks
- Approving unimportant decisions
- Attending too many low-value meetings
- Monitoring competitors closely
- Reviewing and editing reports

Recommendations:

- Focus on attending partnership meetings to leverage high-impact relationships that drive business growth.
- Reallocate time from low-impact tasks to enable strategic thinking and long-term vision setting, enhancing overall organizational direction.
- Increase time spent on addressing unexpected crises strategically to minimize operational disruptions while maintaining a forward-looking approach.

Focus Areas:

- Partnership meetings: Essential for building and maintaining relationships that can lead to strategic collaborations.
- Strategic planning sessions: Critical for forming the company's future direction and defining organizational goals.

- Team Performance Reviews: Necessary for understanding team dynamics and enhancing overall productivity.

Tasks to Delegate:

- Review financial performance: Delegate this to the finance team to ensure focus remains on strategic priorities.
- Approve marketing campaigns: Hand this task over to the marketing manager with clear guidelines.
- Team performance reviews: Assign to HR or department heads, providing periodic summaries that the CEO can review.
- Follow up on pending tasks: Delegate to an administrative assistant to improve operational efficiency and reduce micromanagement.
- Routine decisions: Empower team leaders to make lower-tier decisions to free up mental bandwidth for critical issues.