

# If It's Not Scheduled, Don't Do It

## An article by Keith Rosen about time management

When something new comes up, whether it's a request from someone or a new project or idea, before you say "Yes" to yourself or others, look at your schedule and ask yourself, "Can I take this on right now?"

If it's not scheduled into your routine then chances are you don't have the time for it. Instead, schedule that activity or task for a future time. Make an appointment for this task or activity. Put it on your wish list. Otherwise, you'll find yourself doing everything except what you had originally intended.

This rule does have some flexibility. I took the extreme position in order to emphasize the importance of maintaining your focus and keeping your eye on the prize and your goals. So, use your best judgment. If the task that is pulling you away from your initial intention is considered a priority (a family situation, an emergency, a unique opportunity that supports your goals, an externality, a customer who is only able to meet with you at a certain time and not meeting with them can cost you their business, etc.) then clearly do it.

One of my clients recently had his second child. Now, let's face it. All bets are off when you have a newborn. After all, what's more important than that? If that's your priority then just own it, accept it and don't feel guilty for not honoring your routine. Something is going to have to give, even if that means taking time away from another activity in your routine.

Sometimes, life has a tendency to get in the way of our plans (no pun intended). However, these sudden jolts to your routine are usually temporary rather than long term. These occurrences are simply another opportunity to adjust your routine.

Exercise caution when choosing to engage in activities that will divert you from your planned activities. If you find that you are constantly being diverted from your routine, then you may be an adrenaline junkie and love the rush.



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Keith Rosen is the preferred, authentic coach that top executives and sales professionals in many of the world's leading companies call first. As a prominent, engaging speaker, Master Coach and well-known author of many books and articles, Keith is one of the foremost authorities on assisting people in achieving positive, measurable change in their attitude, in their behavior and in their results. Keith's articles can be found in *Selling Power Magazine* and has appeared in feature stories in *The New York Times*, *The Washington Times*, *Inc. Magazine*, *Sales and Marketing Management's Ultimate Motivation Guide* with Stephen Covey and *The Wall Street Journal*. For his work as a pioneer in the coaching profession, *Inc. magazine* and *Fast Company* named Keith one of the five most respected and influential executive coaches in the country.