Live Innovations host workshop inspired by Stephen Covey's Sand, Pebbles, and Stones experiment

Friday 11 August, 2017

London-based direct marketing and sales experts, Live Innovations encourage people to spend their time on the things that contribute to the bigger picture, and this past week they held a workshop inspired by Stephen Covey's sand, pebbles, and stones experiment.

About Live Innovations: http://liveinnovations.co.uk/who-live-innovations-are/

As a busy sales and marketing firm, Live Innovations are always looking to encourage healthy habits in their contractors. Effective time management is a crucial skill for professionals in the sales sector. Expert author Stephen Covey offers professionals an alternative way to encourage balance in time management. His Sand Pebbles and Stone experiment was the topic of choice for a recent workshop in the office.

The experiment consists of an empty bucket, several large stones, some pebbles, sand. The trial is designed to demonstrate the importance of managing time effectively to achieve a healthy balance. If the bucket is filled in an incorrect order, not all will fit.

STONES: these represent the tasks that carry the highest importance or value. For example, Work, family, and health each of these need an investment of time to guarantee an ROI.

PEBBLES: The pebbles are symbolic of activities that offer a high ROE (Return on energy) these activities can include, exercising, reading, and cooking.

SAND: These are the smaller details of life which offer limited or no return. These include cleaning, shopping, walking the dog and alike. These activities are ones that people have to do, but will not determine advancement.

Throughout Live Innovations workshop, the emphasis was placed on the benefits of achieving effective time management and the fulfilment it offered. The theory communicates the importance of the big stones to be added to the bucket first, then the pebbles and finally the sand. If they are added in the wrong order, not all aspects of life will fit and create an imbalance.

Live Innovations is an event marketing firm based in London. As event marketing specialists, the company works on behalf of clients' brands to create unique campaigns which allow them to connect with consumers directly and exclusive events. These events are used to showcase their clients' products or services and capture positive leads. By connecting in this personalised way, Live Innovations can establish long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source:

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