Penmex Ltd set to implement new time management formula

Friday 10 April, 2015

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With time management and productivity playing a huge role in business success, new business Penmex Ltd reveals how the firm is set to implement a new time management formula to increase and sustain productivity in the workplace.

About Penmex Ltd: http://penmex.co.uk/#about

Many new entrepreneurs face the struggle of managing their time effectively in order to gain maximum productivity.They are often stretched and left feeling they aren't getting enough done due to overcommitting themselves, trying to do too much. In order to get the most out of the 24 hours in the day it takes prioritisation, business owners must invest more in what's most important, allowing them to feel satisfaction about what they do get done rather than feeling guilty over what they don't.The single most important factor in feeling like a time investment success or failure is whether or not the expectations of what someone will accomplish align with how much time they have and are willing to invest.

The time formula below dissects the essential daily tasks and calculates a total of how many free hours are then left for work.

Time Investment Success Formula

(External expectations) + (Internal expectations) ? 24 hours — (Self-care)

Time Debt Stress Formula

(External expectations) + (Internal expectations) > 24 hours — (Self-care)

An example of the breakdown:

•Sleeping—seven hours

•Eating—one hour

•Personal grooming—two hours

•Total—ten hours

The first step is to add up the hours that need to be spent on the essential things we can't do without in everyday life; sleeping, eating, and personal grooming.Once the "fixed expense" of self-care has been quantified, subtract it from twenty-four hours to come up with your daily time budget. There can be some variability in this number from day to day, but the objective is to determine a sustainable baseline.

Example of a daily time budget

24 hours — 10 hours = 14 hours

Once the time budget has been calculated, the individual must total up the time costs related to external and internal expectations.External expectations include commitments to others, such as spending a certain amount of time at work or attending family events; internal expectations are commitments to ones self such as wanting to exercise or read.

If most of an individuals commitments recur daily, then the values for expectations in each category of their life can be based on a twenty-four-hour day. For example, you may put down nine hours for work and two for hobbies or side projects.

If they have a fair amount of variance from day to day, it may be more effective to craft a weekly time budget. To create a weekly time budget they need to simply multiply their daily time budget by seven.

"As a young business owner one the most vital skills I had to learn was time management.Once I prioritized the most important tasks and applied the time investment success formula my productivity

increased massively." Said Managing Director at Penmex, Kirsty Pennal.

Penmex are now set to implement this new time management process into their working day to drive better productivity.

Penmex were established in response to an ever growing need for below-the-line marketing solutions, as recent research has suggested that consumers are experiencing brand fatigue as a result of repeated exposure to above-the-line marketing. At Penmex we specialise in below-line customer acquisition through providing cost effective, measurable and tailor-made marketing solutions.

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