Strategic Five Marketing Implement Time Management Workshop in Liverpool

Monday 10 November, 2014

Ben Lambert *attended a private Franklin Covey one-day course on November 7th, 2014 at the Guoman Hotel London. The Event covered Franklin Covey's famous 'The 5 Choices to Extraordinary Productivity'.*

On Friday, November 7th 2014 Ben Lambert, MD of Strategic Five Marketing, attended a private Franklin Covey event at the Guoman Hotel – The Tower on St Katharine's Way in London. "I have always been inspired by Covey's time management model. There is so much we can learn from this course in order to increase productivity at Strategic Five Marketing", explains Ben Lambert. According to Franklin Covey, 'The 5 Choices to Extraordinary Productivity' enable a significant amount of time and energy to be spent on life's most important objectives. "If we take his advice on board, we can spend more time on what matters most and increase productivity in both our private and professional life", says Ben Lambert.

Living in the 21st century, it has become challenging to focus on one specific task. Looking at a large amount of means of communication, such as emails, social media or mobile phones, it is easy to get distracted. "People often feel overwhelmed by the choice of communication methods they have", says Ben Lambert of Strategic Five Marketing. "When people lose focus on a specific task assigned, it can seem an endless, hard to accomplish mission to complete their assignment", adds Ben Lambert. The volume of interruptions threatens the ability to think clearly and can lead to poor decision-making. Covey believes that people must act, otherwise they may be sinking into a sea of irrelevancy and failing to accomplish the things that matter the most in their professional and personal lives.

"We have learned that the solution to this overload of disruptions due to today's technology is making wise choices", says Ben Lambert of Strategic Five Marketing. In Frankiln Covey's one-day course 'The 5 Choices of Extraordinary Productivity', participants learn a process, which can dramatically increase their ability to achieve life's most important outcomes. The course will help attendees produce a measurable increase in productivity and an inner sense of fulfilment and accomplishment. Ben Lambert of Strategic Five Marketing agrees and says: "The course really opened my eyes about how I was planning my day, week and my life in general. I have learned how to focus on what is important to accomplish my professional and personal goals, how to reach a better work-life balance and how to be far more productive."

Following the event last week, Strategic Five Marketing believe there are many ways their sales and marketing force could better utilise their time. Therefore, the firm will run a series of workshops this week to present the highlights of Covey's time management tips. "Most importantly, we will introduce a new way of prioritizing tasks and measuring productivity", says Ben Lambert of Strategic Five Marketing. "By implementing these new strategies, we expect a rise in productivity of at least 30 per cent in Q4 this year compared to the third quarter of 2014. This will not only help us accomplish our goals and increase sales, it will also be a great benefit for our clients", summarizes Ben Lambert.

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