

# Swan Global Direct asks: Could You Be Using Your Time Better?

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**Swan Global Direct** explains how entrepreneurs can use 70% of their time better to get the most out of every day.

Whilst it's claimed that the majority of CEOs work 300 days a year, 14 hours a day, recent estimations have deduced that at least 70% of this time is being spent ineffectively, or on tasks which in the long run don't contribute greatly to the overall development or growth of the business. Swan Global Direct, a sales and marketing firm based in Newcastle believe that for CEOs and entrepreneurs, this is through no fault of their own. Keeping a business afloat is a juggling act and it can be easy to get distracted by tasks such as answering emails or running meetings, especially in the early days when an individual doesn't have the support and backing of a large team behind them.

About Swan Global Direct: <http://swanglobaldirect.com>

To be successful however, Swan Global Direct believe all CEOs and entrepreneurs need to learn how to master the art of time management. Leading entrepreneurs recognise and understand that they need to use every hour they have to push their business forward, close deals and hire bigger and better candidates. They do this through developing discipline and devising strategies which help them to prioritise the tasks which will ultimately lead to long term growth. Through their own business experience Swan Global Direct have experienced for themselves that this is by no means easy and have therefore offered their advice on how entrepreneurs can make the most of their time and develop stronger time management capabilities.

## Say No

Entrepreneurship is often all about saying yes; yes to new experiences, yes to risk, however, when it comes to growing a business successfully, entrepreneurs need to learn how to say no from time to time. As a business generates more interest an entrepreneur is likely to find more people reaching out to them for help, advice or favours. Whilst it's important to put success first, entrepreneurs need to remember that if they want to continue to grow they shouldn't over stretch themselves which means unfortunately they can't help everyone.

## Manage Energy Levels

Running a business venture inevitably leads to paperwork which in turn leads to many hours sat in front of a desk. Sitting down for long periods of time can impact an entrepreneur's energy levels and make it difficult to focus. To maintain peak productivity and well-being Swan Global Direct believes it's important for entrepreneurs to take note of which points in the day they are most alert and schedule difficult tasks in these periods. For the remainder of the day, entrepreneurs should take regular breaks to move around and get out the office in order to keep energy high.

## Write it Down

Some tasks can be delegated. For tasks which take up a lot of time, entrepreneurs should write down every step of the process whilst they perform them and then pass on this written guide to someone else. This will give an entrepreneur more time to invest in other areas of the business, whilst also ensure that the task in question is performed in the same way and to the same standard as before.

**Based in Newcastle** Swan Global Direct is a fast growing sales and event marketing firm that specialise in face-to-face marketing solutions. Through creative and engaging campaigns the firm act on their clients' behalf, meeting with consumers one-on-one to gain a thorough understanding of their needs and deliver a personalised customer experience. This approach helps the firm to increase their clients' customer loyalty as well as generate a higher return and stronger market presence.

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