



Real World Time Management — How To Make It All Work

By Shawn Veltman and Scott Newman

Chiropractors are among the most time conscious people in the world — They have to be. With appointment times often broken down into 5-10 minute segments, there is little choice but to see the day in terms of very small chunks.

If that's the case, though, why does it so often feel like there's NO time to get anything done? Why does it feel like there's NO time in the day to do the things you know you need to do?

That's what we're going to look at in this article.

Time management — Just what the heck are we supposed to be doing?!?!?

There are any number of time management systems out there.

"Write out long lists of things to do, then prioritize them from A to D in importance. Then do the A's first."

"No no no — Figure out the 3 most important things you need to do today,

then put all your time on those — that way, the most important work is getting done."

"No no no, you have to look BIG picture — What's your vision for your life? Is what you're doing right now serving that vision? If not, stop, and do something that does serve it."

Frankly, it can all get confusing. We're told to zoom in, to zoom out, to write countless lists, to write short lists of just the most important things, to stand on one leg and cluck like a chicken — Well, maybe not that last one, but I wouldn't be surprised to see it in the jungle of "time management" stuff out there.

So what is the answer? Where's the magic wand that'll make all this simple?

You know there's no magic wand

The problem with the abundance of "wisdom" in the time management sphere is the same as any area — It's all useful, in some circumstances.

We're going to take a look at the 2

broadest categories of time management now, and see how they fit into the world of a busy practice owner, so YOU can decide what the most useful technique is for your life at any given point.

From worms eye view to 50,000 feet

At the most base level, the time management debate asks "Should I look at the things I need to do RIGHT NOW (worms eye view), or should I step back and try to look at the 'Big Picture' (50,000 feet)?"

The answer, of course, is both.

The big picture is important. As Stephen Covey warns us, it's of little use to get to the top of the ladder of success only to find out it was against the wrong wall.

But if we spend too much time at the strategic or long term level, we'll never get anything done. We ESPECIALLY won't get anything done in those 5-10 minute intervals that crop up during the day between patient appointments.

So we need to look at the "worms eye view" — This is the domain of the "Big lists of little things."

One of the most useful interventions to become popular in time management & maximization over the past 10 years has been the concept of "Cleaning out your head."

In short, this is the process of sitting down for 10-20 minutes and writing out EVERYTHING you need to do. Then taking the time to break it down into the smallest pieces, and finally assigning deadlines to these pieces.

For example: "Hire new massage therapist" isn't one task. It's a few tasks. At the very minimum, it can be broken down into:

- Write ad for new massage therapist
- Place ad for new massage therapist
- Interview at least 10 candidates
- Contact best 3 candidates for more extensive 2nd interview
- Select best of the 3 and notify them they've got the job.

Breaking it down into smaller "chunks" means that you can actually DO something with that info. The next time you've got a 10-minute window between patients, you can write the ad and place it in your paper/journal of choice. You can

start setting up time in your schedule for interviews.

By having VERY small chunks, you're able to actually take action. It frees you from the freeze that comes from too many daunting tasks to be done.

Finally — Some Balance

So, how do we balance these 2 very different views? While it's different for each person, the ability to create that balance is why you're paid the "big bucks."

Creating this balance means that you can be MUCH more effective with your time — which means that you can give more of yourself to your patients, your family, and everybody else in your life.

The big "secret" to time management isn't really a secret — it's just not easy to do.

Simply stated, it's this: Say No.

Know what the highest & best use of your time is. Know what things are important. And say no to the rest. Pay somebody else to do them. Outsource, hire out, pay more for it to get done so you can put your time where it belongs.

This is incredibly hard to do when you've never taken the time to look at your life from the "50,000 foot" view. When you don't know what's most important or impactful to you. Because when you don't know that, everything looks about equally important.

But when you DO know what's most important, then you very quickly get an idea of just how little time there is to do it all, and you can see every time you choose to do something that will steal time from these important things.

And the flip side of that coin is that when you have identified the things you need to be doing, the ability to break it down into it's component pieces and actually DO all of those components is HUGE. It lets you put 20-30 minutes of focused effort onto one step at a time, rather than aimlessly moving from one thing to the next without really getting anything done.

SHAWN VELTMAN is a practice growth expert operating out of Hamilton, Ontario, and the founder of SV&A Chiropractic Consulting. He has helped practices in Canada, and the U.S., develop systems to bring back patients, retain existing patients, and run their practices more effectively. For more information about SV&A Chiropractic, visit www.svachiro.com.

SCOTT NEWMAN is a senior consultant, specializing in designing and implementing patient reactivation systems. He can be contacted at info@svachiro.com.



Unique design, quality materials and workmanship, and excellent service are part of the formula that make Cho-Pat and our products effective, dependable, highly recommended, and valued.

1-800-221-1601 • www.cho-pat.com



Dual Action Knee Strap
Patented strap gives an added level of support which helps stabilize and strengthen the joint. Sizes: Sm - XL



Shin Splint Compression Sleeve
Cho-Pat's unique approach to alleviate the pain and soreness caused by shin splints. Sizes: Sm - L



ITB Strap
An aid to reduce the pain and discomfort caused by Iliotibial Band Syndrome. Sizes: XS - XL



Achilles Tendon Strap
Patented device reduces stress and provides effective relief from pain and discomfort associated with Achilles Tendonitis. Sizes: Sm - L



"Original" Knee Strap
Helps alleviate certain knee discomforts due to overuse syndromes, arthritis, and other forms of degeneration. Sizes: XS - SL

Kentuckiana Children's Center

1810 Brownsboro Road • Louisville, KY 40206 • 502-893-7227

WANTED: CLINIC STAFF DOCTOR

Kentuckiana Children's Center in Louisville, KY, is seeking a full time clinic staff doctor.

Qualifications:

1. Doctor of Chiropractic
2. The completion of at least one year and evidence of intent to complete diplomate program in pediatrics or neurology, Diplomate in pediatrics or neurology
3. Long term commitment of 3-5 years
4. Experience working with the special needs and ASD pediatric population

Applicants please call or email Executive Director Jean Elizabeth Grabowski for a short conversation and to receive an application form. 502-893-7227 or je_kcc@hotmail.com.

The Kentuckiana Children's Center opened in 1957 under the direction and leadership of Dr. Lorraine M. Golden, a graduate of Palmer College of Chiropractic. It is a 501(c)3, not-for-profit children's chiropractic clinic.

The Mission of Kentuckiana Children's Center is to improve the lives of children by providing a foundation for healing through integrative chiropractic care.