

# DRIVE YOUR OWN SUCCESS



“Time  
Management  
is  
Life  
Management”

*You Are the Driver of Your Own  
Destiny, Don't lose Your Keys!*

“

**FAVOUR ONABANJO:**

**“DON'T EVEN THINK  
OF THE FINAL  
DESTINATION YET...”**

**JUST ENJOY THAT  
YOU'RE GOING SOMEWHERE  
AND IT'S UNDER YOUR CONTROL.**

”



## *Your Road to Fulfilment - Driving Your Own Success*

To find success and happiness in life, you must be ready to take the wheel.

I've found out that in life and career, being in charge of your destiny, and embracing and accepting this responsibility, makes it far more likely that you'll actually achieve your dreams.

One of the most effective skills you can have in life is **powerful and effective time management**. If you're not managing your time well, there's no way you're going to reach your goals in your career and the life outside of it. You might make some progress, but your time management will be an uphill battle if you don't take your time seriously.

The truth is that time is the greatest equalizer in life. No matter who you are, your age, income, gender, race, or religion, you have the same amount of time as the next person. Whether you're filthy rich or dirt poor, your time is the same. It's not about how much time you have; **it's about how effectively you manage your time or expectations**.

One of the greatest keys to success is **TIME**. As an entrepreneur or individual, I believe **TIME** is one of the most valuable assets that we have, and of course, it is also **FREE** for all.

**TIME management  
Is  
Life  
management**



**Time** is precious, particularly when it comes to running a small business. Yet, there are never more than 24 hours in a day. Some entrepreneurs respond to this fact of life with focus and purpose. Others freak out.

Are you in the latter group? You don't have to be. With the right approach, you can work efficiently, productively, and relatively stress-free. **The principle is not to manage time but to manage ourselves.**

We all have 24 hours in a day and 365 days in a year to use to our own advantage.

Some people have made millions of pounds within those 24 hours of a day.

Some have saved a life, some have built, and some cannot account for anything at all.



## How are you spending your time?

Forgive me if I sound harsh. In order to be a successful individual or an entrepreneur, managing your time well is the key to everything you do. Even if you have millions of pounds to invest in a business, if you do not have a good plan in place as well as prioritising your activities, the business will be in chaos in a short while. The key thing is having an understanding of prioritisation. **(Clarifying Values).**

# 10 Time Management Principles to Help You Shape Your Life and Reach Your Goals

1. **Set a realistic goal with a timeline for yourself:** (make sure you write them down and don't be too harsh on yourself): both short and long-term. As an individual or a business owner, your daily plan should revolve around working on tasks and activities that directly relate to generating income and growing your business or career.
2. **Determine what is urgent and important:** (learn to prioritise effectively). Make your list based on how important and urgent the tasks are. – [I will illustrate in much details about prioritisation on page 8](#)
3. **Don't over-promise what you are not sure you can achieve:** (you cannot please everyone or be everywhere at the same time). If you have to decline a request in order to attend to what's truly important and urgent, do not hesitate to do so.
4. **Have a plan for your time and allow time for the unexpected especially to ladies:** One of the worst things you can do is to jump into the workday with no clear idea about what needs to get done. The time you spend thinking ahead and planning your activities is trivial compared with the time you'll lose jumping from one thing to the next (and rarely completing anything). Depending on your personality, try one of these options:

- ✓ The night before — At the end of the day, take 15 minutes to clear your desk and put together a list of the next day's most pressing tasks. It's a great decompression technique, and you'll feel better sitting down at a clean desk in the morning.
- ✓ First thing in the morning — Arrive a few minutes early and assemble your prioritised to-do list. This may prove to be the most productive part of your day.

5. **Handle things once:** (stop and stop procrastinating). “Procrastination is the foundation of all disaster”.

Don't leave it until tomorrow, do it now as tomorrow might turn to weeks, then months and years. Get over your fear and just do what you have to do anyway. It is the way to start anything. The best time to start creating a change is NOW. So start now!

6. **Develop a routine:** (put a process that works for you in place and follow it through). Once you are used to these routines, they become a part of you.

7. **Focus on one thing at a time:** (especially if they are new to you). It mostly works out easier when you breakdown your tasks into smaller tasks. You can choose to start with the most interesting one. It gives you a sense of achievement when you mark the tasks that are done, and you will find it easier to move to the next one.

8. **Eliminate or minimise distractions:** (get rid of time wasters). Track self-induced interruptions, particularly those of the social media variety. Your smartphone is extremely useful, but it's also addictive and among the most insidious time-wasters known to humanity. Plan a break in the day to catch up on email, call people back, etc. What has worked for me is to put my phone

on silent and out of sight in order to focus on things that need doing. I do not touch my phone until I am done with my core tasks.

9. **Outsource tasks or delegate:** (save your valuable time by paying for someone else to carry out some tasks for you). You might find out that it is cheaper for you to do so. This is when it is important to **evaluate your time and know your worth.**
  
10. **Leave time for fun and relaxation:** Be sure to get plenty of sleep and exercise. An alert mind is a high-functioning mind and one that's less tolerant of time-wasting activities.



*Can I ask you a question?*

*Have you recently evaluated what you are worth?*

*What does your time worth? How much does 1 hour of your time worth?*

If you are able to evaluate what your time is worth, then you will be able to spend your time in a productive way. Every minute you spend will matter to you once you are able to quantify it with money.



## How do I evaluate my time?

Firstly, if you are on employment at the moment, how much is your wage per hour? Sometimes, it is possible that you are being underpaid, but you know how much you should be earning. And if you are self-employed, how much will you charge your client per hour for offering your service? That is what your hour is worth. It is as simple as that.

So next time you are on the phone with your old college friend and you are discussing some incidents that happened 10 years ago and you do this once a week; just punch your calculator and calculate how many hours you have spent and how much money you have lost.

Evaluating and spending your time productively is one of the key elements to successful entrepreneurship. Knowing your worth will also help you to know when to say NO. It is not every offer that is put before you that are opportunities. Some are just mere distractions. You should be smart!

Overall, use your time well; make sure you are getting value for your time. How many productive minutes are you packing in each week?



## Clarifying Values

Firstly, ask yourself the following questions:

1. What is one thing that I am doing now that if I do it regularly, it will make a tremendous difference in my personal life/career/business?
2. What is one thing in my personal life or career that will give a similar result?



# Time Management Matrix

Now let's go into more details about prioritising our tasks right.

**Urgent Task:** It is now, they are right in front of us. For instance, a ringing phone, or a crying child. They are visible and easy to do, but most often, they are not important.

**Important:** This must result if something is important; it means it contributes to your values, your goals, and your purpose. An important matter that is not urgent requires some initiatives and more proactivity.

The matrix below will guide you with your prioritisation (clarifying values) – Always ask yourself these question anytime you are about doing anything:

- Why am I doing it?
- What am I getting out of it (the end result)?

Looking at the below table; where do you fall? Do you think you are ranking your activities right? Are you doing the right thing at the right time?

		URGENT	NOT URGENT	
<b>IMPORTANT</b>	Quadrant 1	<p><b><i>Urgent &amp; Important</i></b></p> <p><i>These represent a crisis, deadline-driven. I.e</i></p> <ul style="list-style-type: none"> <li>• A crying child</li> <li>• Picking up your crying child</li> <li>• Your ringing phones</li> </ul>	Quadrant 2	<p><b><i>Important Not Urgent</i></b></p> <p><i>These are activities Preventions. They are fundamentally important things in life. They need more time. i.e</i></p> <ul style="list-style-type: none"> <li>• Relationship building</li> <li>• Planning &amp; recreation</li> <li>• Writing a business proposal</li> </ul>
	<b>NOT IMPORTANT</b>	Quadrant 3	<p><b><i>Not Important but Urgent</i></b></p> <p><i>Tasks that make the most “noise”, but when accomplished have little or no lasting value. Delegate these if possible. i.e</i></p> <ul style="list-style-type: none"> <li>• Phone calls</li> <li>• Meetings</li> <li>• Reports</li> <li>• Many popular activities</li> </ul>	Quadrant 4

The most successful people in this world are the most effective people. They are a solution and opportunity-driven. They are mostly **focused on important but not urgent**.

If you wish to achieve your purpose and be an opportunity-driven person, **you should stay out of quadrant 3 and 4** because they are not important, they do not bring you values. **“Your future is created by what you do today, not tomorrow”**



## Now what?

- ✓ Make a list of your activities. You can start daily, then weekly and monthly.
- ✓ Try to complete the above table by estimating how much time you spend in each quadrant.
- ✓ Do this for 3 consecutively days, then compare how you spend your time.
- ✓ Think about what needs changing.
- ✓ Know your strength and don't try to be perfect
- ✓ Think about people you could train and delegate some tasks to if you are a business owner. Being an entrepreneur could be daunting; it is easy to feel we can do everything ourselves. You will even find out that it is cheaper to pay someone to do some of these tasks for you.
- ✓ Try to organise your task weekly. Start by writing down your roles and goals for the week.
- ✓ Create habits to carry out the goals. Then, transfer those goals into habits until they become a part of you.
- ✓ Set triggers to perform your habits (set an alarm on your phone to remind you of those habits)
- ✓ As you complete each one, check it off your list. This will provide you with a sense of accomplishment and can motivate you to tackle the less essential items.
- ✓ At the end of the week, review and evaluate how your plan translated into your values and purpose in life. **“You cannot have the fruit without the root.”**

“

**Time stays long enough for those who use it.**

**Live each day as if it's your last day on earth.”**

I hope this book has helped you in a way.

**“When you do acquire knowledge or learn something new, keep in mind that knowledge is power only when you apply it.”**

I will like to hear your feedback. I am curious to know how you have utilised this learning material to better yourself and career.

Please leave your feedback and follow us on Facebook @Talentsbrand or on our website

<https://www.talentsbrand.com/> for latest motivational tips, upcoming events, and training packages to support you through your entrepreneur journey.

**If you need further help in this area or other areas to reach your potentials, feel free to drop me an email on [favour@TalentBrand.com](mailto:favour@TalentBrand.com)**

**See you at the top!**

## About the Author



Favour Onabanjo is a graduate of Banking and Finance. She believes one should invest in self-development. She is a fulltime worker, mom and currently studying to qualify as a chartered accountant (ACCA) she is also an entrepreneur who engages with various women to bring the best out of them and helping them achieve their true purpose. She helps build on their skills and talent.

Favour knows that TIME is the most valuable asset that we all have. It is only by managing our time well, that any goal can be achieved which is evidenced in her very busy life.

## My Journey

The reason I created **TalentsBrand** is because while I was trying to start a business of my own after relocating to the UK some years ago; I found out that the entrepreneur journey is a lonely one, and a lot of women are isolated while so many of us lack clarity, focus/direction on what we want to do just as I was. So, I decided to start the journey of helping women to identify their unique Identity - To use their talents and passion for creating a business that replicates them and brings internal satisfaction.

I know how difficult it could be to scale through in life or even in business if there is no support in terms of mentoring or coaching.

It was a big learning curve for me; for a period of 4 to 6 years, I tried so many businesses, and they all failed because I lacked the fundamental principle as well as support in starting and growing a business. It was painful and challenging as I invested a lot of money, yet there was no result.

It got really bad at some point as I was desperate to quit my 9-5 job, yet I was confused on where and how to move forward until one day when I came in contact with a business development coach via Facebook, and that was a **turning point for me**.

What made the huge difference for me is having a **business coach, a mentor** who gave me the confidence to build on my potentials and supporting me all the way.

Today, I am a confident public speaker and personal development coach supporting others to shift their mind and live life to the fullest.

Now, I am supporting so many women entrepreneurs in starting and growing their businesses while enjoying what they do.

We work with various women who need clarity about their career part, those who are not happy with their career/business or basically need a change in their lives.

If you are looking forward to **unleashing your potentials, leaving life according to your terms**, thereby achieving your purpose in life; **TalentsBrand** is here for you.

To find out more about **TalensBrand** and our services, please visit our website [HERE \(https://www.talentsbrand.com\)](https://www.talentsbrand.com)

## About TalentsBrand

TalentsBrand is passionate about helping women to achieve their life goals.

We help them:

- ✓ Identify and clarify their uniqueness and talents;
- ✓ Create opportunities to convert their unique ideas into products and services;
- ✓ Build a recognisable brand;
- ✓ Hand-hold them on their journey to career/business success; and
- ✓ Live their life's purpose - enjoying what they do and impacting other lives.

## Our Services

- ✓ Personal/Business Development Workshops
- ✓ Personal and Business Branding Workshops
- ✓ Online Courses – Learn Strategies for Personal and Business Growth
- ✓ Mini Strategy Session for Business Start-ups (including funding for profit/not for profit, business structures, UK taxation)
- ✓ 1-2-1 Personal/ Business Development Coaching Programme
- ✓ Free Resources to Support Your Growth



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