**The best way to get truly amazing work.**

**CONFIDENTIAL**

**HOW TO STRUCTURE YOUR TIME.**

**USE THIS OUTLINE AND ADAPT IT.**

**BE FLEXIBLE WITH IT.**

**BUT APPLY IT AND SEE WHAT HAPPENS.**

**FIND THE DISCIPLINE TO DO IT AND YOUR WEEK WILL BECOME MUCH BETTER.**

**YOU’LL ALSO GET OUT MORE IDEAS**

Average day.

9am-6pm: Normal contract hours.

Which is 9 hours total including lunch.

8 hours if you take out lunch.

6 hours (with two one hour meetings in the day).

5 hours (with an hour stuffing around).

So you have 5 hours worth of working time, per day, every day in truth.

**YOU ONLY NEED 2 OF THOSE 5 HOURS TO CRACK EACH BRIEF.**

Leaving you 3 hours for anything else you are working on or that people need.

Spare hours:

**7am-8am.** Come in early and use the time where no one will hassle you.

**6pm-8pm.** Stay a little later and use the time where people won’t hassle you.

There are essentially 4 more ‘emergency hours’ in the day.

You should think of them as such. You should only use your spare emergency hours *twice a week* ideally no more.

And travel time home (this is a very productive time and use it instead of taking work into your home).

Try not to take work home and if you do, find that time from your day and use it not to work, make sure you are always balancing out your deficit.

**A QUICK (EXTREME) EXAMPLE:**

Say you get 2 briefs to crack in 4 days. This would be rare but for the sake of this exercise, lets see how we can manage it with minimal stress and maximum productivity and actually see how it becomes a relatively easy thing to do.

Normally what happens is people start one brief and leave the other until the last minute. Very rarely does this work. The result is the last brief gets the least attention and you get caught short.

Here is a discipline you can implement from now on.

Work on both things equally all the time and use your hours to beat the deadline.

**MONDAY:**

**DUMP AS SOON AS POSSIBLE.**

**SET YOUR END GOAL (For example, 4 areas for each brief)**

As soon as you get a brief, the first 30/ 45 minutes after the briefing is finished is critical.

1. Go to your desk, open a word doc and type down anything and everything that comes to your mind. Then when you run out, start thinking about the problem, look for inspiration in another form (Magazine, book, internet-or ‘what would \_\_\_ do’ questioning) and write anything new that comes up.
2. Or find a quiet space and write anything and everything that comes up in your moleskin and look for inspiration outside (walking and chatting is amazing).

Repeat for the second brief.

Leave this brain dump and get on with other work (design, meetings, layout, decks) Find another hour in the day (maybe before you go home) and chat to whoever is working on it with you. Write anything that comes down between you and then leave it.

Get on with other stuff. Go home. Use travel time if you need it.

Total time on ideas (assuming 2 briefs)

**3.5 hours.**

**TUESDAY:**

**MORNINGS ARE DECK TIME.**

Come in early and start laying out a *rough* deck with your combined thoughts.

Try to find key iconic visuals that best represent the idea, then a headline or phrase that helps it. Spend half an hour per brief only and do this first thing, if you leave it, it won’t get done, you will be fighting the day and other people.

Get on with other stuff.

Find another hour in the day and talk over the deck and try to come up with new ideas. Add those ideas to the deck. Spend 45 mins per brief on this only.

Get on with other stuff. Go home. Use travel time if you need.

Total time on ideas (assuming 2 briefs):

**2.5 hours.**

**WEDNESDAY:**

**ON THE WALL, CHAT AND STEP BACK.**

See me with your deck. Talk about ideas. Add new ideas to deck for both briefs after what ever comes up with chatting to me.

Get on with other stuff. Go home. Use travel time if you think there can be more ideas to add.

Total time on ideas (assuming 2 briefs)

**2 hours.**

**Notice it’s getting less, not more.**

**THURSDAY**

**POLISH**

Refine deck, polish, bring it to life. Make any last minute changes. Use the morning and spend an hour on each deck.

Present deck and ideas to wider team. Discuss. Make any amends that are needed. Go to client.

Total time on ideas (assuming 2 briefs)

**2 hours.**

**TOTAL FOR THE WEEK FOR 2 BRIEFS:**

10 HOURS OUT OF A 45-HOUR NORMAL WORK WEEK.

LEAVING YOU 35 HOURS FOR OTHER THINGS.

MORE IF YOU USE YOUR EMERGENCY HOURS.

THIS IS ALL THAT IS EXPECTED OF YOU!!!!

AND THIS IS ONLY FOR ONE PERSON.

IF THERE ARE TWO OF YOU WORKING YOU WILL HAVE DOUBLE THE AMOUNT OF IDEAS AND CAN POTENTIALLY REDUCE YOUR TIME BY 25% IF YOU SPLIT ROLES (ONE DOING THE DECK ETC)

TRY IT FOR A MONTH OR GET YOUR MONEY BACK!