

Soft Skills for Business Negotiations and Marketing Strategies
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Lecture – 56
Time Management

Good morning, friends. Today, I am going to discuss about one of the issues which is a very serious important issues not really considered as a soft skill per se, but the thing is this is one of the skills which is highly essential for every individual; whether it is marketing or others every individual a very serious point that is called Time Management.

See the time management here is a commodity which is given to you how do you really use it, how do you manage it, what is this time we are talking about. Let us consider the time every individual has at his or her disposal 24 hours a day counted in minutes, counted in seconds.

We always think that it is a commodity which has to be used fine, but consider this as a resource, ok. A resource which is a very scarce resource because every day morning when you get up then you find that yesterdays time is over and today's time you have been again given 24 hours. It is very interesting that every day you will be given 24 hours think in terms of money, consider time is like money.

You have a purse which is emptied every night at 12 o'clock, the next day starts means the 12 o'clock after 12 o'clock in the midnight your purse is now full with 24 hours; that 24 hours which will automatically get exhausted whether you use it rightfully or use it or you waste it or you save it. But after 24 hours the next day 12 o'clock just before 12 o'clock your that particular purse will be emptied. Again, the next day to be filled out very interesting phenomena; we are dealing with time because all our works, all our endeavors, all our activities, all our success, failure, everything is guided by the use of time.

There are certain interesting phenomena related to time. So, if I am saying the time is a scarce resource; I am also saying that time is considered as money, almost like money. It is equitable distributed very interesting thing is all over the world every human being or

every other animal are given a time, that means, there is no distinction where the time is being given to you.

Time has been given to you as a gift, gift of the nature, ok. In fact, it is a daily gift of the nature. You will not be given more time, you will not be given less time than 24 hours a day, this you have to understand very very seriously. It is also not class distinguished, that means, a rich people will get more time and the poor people will get less time, no.

There is also no punishment given during time allocation that means, you could not use the time, so, you will not be given more time. It is just like money or allocation of fund what will happen what happens is you are given a fund for a year and then end of the year it is check that how much fund you have used.

If you have used it, fine, you will be given this more fund if you have not used it then you will not be given the fund next year. This is a very common scenario in our economic scenarios. The thing is in terms of time whether you use it properly or you waste it the next day same amount of time will be given to you this is a very very interesting thing that is going to happen with your time, ok. That means, you are not being punished for not using time properly the punishment will come in some other form later, ok.

Time is a fixed quantity 24 hours a day quite often you must have seen in the ads people are saying that we are open 7 into 24; that means, they are saying 7 days 24 hours; that means, they are saying 7 into 24 is the amount of time they are available, ok. So, now if I again say time is a very scarce resource which is equitably distributed to every individual with the fixed quantity of 24 hours a day and if you consider this as money, a resource which is given irrespective of the class, irrespective of the use we consider this as a gift to us and now, how we use it? Interesting thing is time is not irreplaceable.

You have been given 24 hours end of the day 24 hours goes finished, you cannot be replaced with it you will be given a fresh 24 hours, and it cannot be time use cannot be reversible, it is irreversible. You could not use your 24 hours so, you are asking for some 12 more hours out of that last yesterday's day. No, it is not. So, it is it does not replenish, it does not replenish in this form, but of course, if it is given a fresh 24 hours the next day.

So, it is basically the idea of time investment and return that you have to understand, ok. Here first you should know that what is a value of this time? 24 hours given to everybody. Everybody is using or not using. Using differently with different purposes, but the thing is everybody is investing a resource that has been given to you by nature.

Again, I will always say 24 hours a day. So, what is the value of that 24 hours a day to you. Every day a 24 hour will have its own value; only thing you know what happens why this particular point I have brought forward for all of you is this. We will have time, but still we always say I am running out of time I am running out of time, I am running short of time, I do not have time or I could have if I could have more time. So, what happens is the perception of the time and its use it varies depending on the context as a situations let me give some site some examples.

If you are waiting for a bus, you are waiting for 5 minutes it appears to be 1 hour. So, now, very interesting thing happens the time is that 5 minutes, but it is in your mind it is appearing to be 1 hour, number-1. Second thing is suppose you are going by aircraft to some places time has been has been then shortened, that means, a distance covered within a given time the time has been shortened.

So, time can get stretched it is only in terms of perception, but not in real sense, hour will not change. And, interestingly if you remember that sand clock sand clock in which the top part will have the sand and it will keep on pouring sands you know particle to the lower portion you will find.

It is you know it is just finishing on the top and ultimately getting filled up in the bottom time is a dynamic component which keeps on getting exhausted; that means, you think about a purse full of money which gets exhausted every second, whether you want it or you do not want it you cannot hold it. So, time you cannot hold.

That is why this is a particular point which is very very serious and important for us. Can you measure the time? Yes, you can measure the time, because it is 24 hours. You multiply with the minutes, multiply the seconds, you can definitely measure in this term. But, the thing is this measurement is also psychological a perception oriented; that means, you feel that the time is being you know it is too much of time it is taking.

When you wait for something it is always you think that too much of time when you are trying to write your examination and when you know the last half an hour, once the invigilators have announced that half an hour more then you suddenly find your time is too short, ok.

So, you understand the concept that time half an hour think about half an hour waiting and think about half an hour left for your finishing the paper in the examination hall, these two are going to be radically different. In half an hour waiting will appear to be 2 hours waiting in your mind. So, you perceive the time like that, but actually it is half an hour and in the exam hall you have you have half an hour time you think that you would have required 2 more hours to write your exam; that means, you think is too short.

So, perception of the time at different contexts are either shortened or lengthened, extended. So, what is very important is that you save time. So, saving time budgeting time and wasting time all these are basically the thing that happens with the time, but very interestingly the time is running time is ticking, the clock is ticking.

Originally historically before the watch was invented, what used to happen is people had a different kind of perception of time there was to be guided by the natures signals like sunrise and then the sunset times in difference is in the sunrise and sunset times would differ. But that is the time that they consider as a working time or any kind of outdoor work time or even indoor work time, ok. So, the concept of the time was limited with whatever nature could give signal.

See once the sundial was invented then people started looking at the sundial and then they could measure that at what time how much it has shifted the sun has shifted, but still it is a nature. Sundial is only gadget that has been worked out. Later on what happened is when the clock when the watch they were invented first the clock the clock which used to you know which was not was you know possessed by many.

So, only rich people had a clock and then the church bells used to give a time of time sense ok, but later on what happened is when this particular watch wristwatch has come in it has almost reached everybody's hand now everybody has a full control of use of time, but the thing is I am talking about use of time, but do you know how to use this time. So, the point is you spend you have been given 24 hours which you have to spend

if you do not spend it gets exhausted out of which you can save some time, but it cannot get carried over to the next day.

So, 24 hours gone over next day you can no carryover of this particular time then if you have 24 hours time at your disposal then you budget your time. If you are you cannot save the time beyond 24 hours; that means, you have to save time for different activities and that means, you have to do a very strong budgeting of time and then you must also ensure that there is no wastage of time if you really take this very very seriously and introspect that exactly what is this time I am talking about you will find it is such a valuable resource which makes the whole world spin around, ok.

Sharing time you have 24 hours time how much would you share with others or how much you share between different activities. The thing is if you do not use the time for today it is almost like analogy is that the time past; that means, it has gone to yesterday, yesterdays time is now, like a canceled cheque.

Suppose, you had a cheque which had a due date and the next last day after the cheque is you know cheques validity date is over then if you are looking at the cheque it is basically a cancelled cheque. So, yesterdays time you should look at as a canceled cheque and when you give a post dated cheque to somebody which somebody will encash it later that you can take it as tomorrow. Tomorrows time of 24 hours can be considered as a post dated cheque; that means, yesterday is 48 24 hours you could not use so, that got canceled.

Tomorrows 24 hours you are now booking. So, that becomes post dated not casual, but what happens today is your instant cash oriented bearer cheque. So, always make use of today's time you can always plan for tomorrow's time. But you can never plan for the time that has been elapsed, ok.

So, here the common time problem what happens without time. Everybody has time and I really I am not saying anything new to you, but the thing is what are the common problems that we do see. We do see that we have unscheduled interruption of time; that means, you have walked out your time.

So, it can be scheduled and unscheduled I will come to that. See we have planned for something and suddenly one of the person enters your domain and starts taking away

your time. Basically, what has happened, he is using his time and you had your time scheduled and now it is unscheduled he is taking away your time.

So, interruption is an unscheduled one. Procrastination is another which is a common time problem. There are people who cannot do activity as it is required today. So, what he does is he always defers the activity like what can be done today he defers it for tomorrow. See he may not be a very inefficient person, but only thing is his weakness is that that he cannot do the things which is supposed to be done today.

He said ok, let me look at it more there are many managers if suppose you give them a proposal and it takes only half an hour to review the proposal and you being sitting in front and getting clarifications through you, it could have been resolved, but the manager will say ok, thank you very much, you just leave it here I will see it tonight and tomorrow I will get back and that tomorrow will never come.

But, tomorrow when you go and ask him have you seen oh ho I could not see in fact, it is there. In fact, there was another work which came in, I will see you tomorrow that tomorrow gets deferred, deferred. So, it remains always as a post dated post dated post dated.

So, the thing is procrastination is that kind of you know that kind of weakness of people in terms of time. So, time common time problem one of the common time problem is unschedule interruption another common time problem is procrastination. Always try to be free from these.

Another is poor delegation; see, the thing is if you think that you can do everything together yourself it is makes no sense because if your work pressure is increasing there are too many things to be done and there are too many experts who are supposed to do and then in such cases the poor delegation is one of the common time problem; that means, you always say that I had to do so much today.

End of the day when you are closing your office you say I had to do so much today, you know you would not believe it that person was not doing any work my other assistants are not doing any work and what basically you are saying you are saying that other persons were not given the opportunity to work.

But, you do not realize you know the people who are very fussy about the quality who are very fussy about the correctness of positions you know they suffer from this delegation work. It may so happen, the person whom we are delegating this particular work may not be up to your quality or may not be aim to deliver up to your satisfaction, but still you have to delegate.

If you do not delegate then the entire load is coming on to you more the load it comes on to you then you are stressed and if you are stressed more and more every day then at some point of time you have a coronary heart attack or you have some kind of you know health problems. The point is this is a very common time problem you have to trust others, if you do not trust others at least make them trained in such a manner that they will be able to do the way you expect it ok, but delegation is very very important.

We have common problems of study time management. Study time management means students suffer from this students do not really work out or manage their time you know so, it is basically I would say the study time mismanagement; that means, a student is supposed to come back after school, then go to the field for games they will come back after coming back from the games should decide to sit and study how long should he study depending on the quantum of study that he has to do on that particular day.

Now, there is a mismanagement that starts he does not really know that how much should be apportioned for different subjects. Today he had been given home task for let us say three. So, he does the home task, but at the same time he could not really you know revise whatever has been learnt today and tomorrow it now piles up. So, what happens is there is a study time mismanagement that is a very common time problem.

Another is the work time mismanagement most of us are suffering from this work time mismanagement. I really have found out a person who does everything absolutely timely because you know it becomes stressful as well. So, it is you know a very serious situation peculiar situation in which we have to work out your time.

So, work time you have a work schedule let us say 9 to 5 within that 9 to 5 you have 1 hour or half an hour lunch break. So, now, 9 to 5 that particular of hours minus that 1 hour is your work time have you really scheduled the work in such a manner that every minute or every hour has been rightfully used. Most often it is found mismanaged meeting time is managed it is a very very common problem in time.

I have really found a meeting which starts exactly at on the dot as scheduled and finishes on the dot as scheduled. This is a very strong common problem in time mismanagement in terms of meeting time I will talk a little more on this later. Workshop time mismanagement many of the works has which has a very strong you know schedule given in the morning that ok.

These are the schedules from this hour this minute to this minute is the first session, then the next session then the next session most commonly you will find by the end of the day the sessions are always delayed, ok. So, these are very common problems if you want to have a proper perspective of the time management.

Then my first point is that schedule time has to be worked out. You have to make a time schedule for anything. It is not possible may be that you stick to the schedule every time may not be, but the thing is the schedule also should have that questioning, ok. So, there are time you know time management perspective wise it is a schedule time, it is an unscheduled time, it is a time discipline these are very very important and knowing value of your own time is important. I my suggestion here is that you must protect your own time.

See let us look at it scheduled time you have you have worked out that today once I reach my office at 9 o'clock my office starts first one hour I will do these jobs you have scheduled it, ok; after that the next two hours I will do these jobs. If suppose you find that the next two hours, first one hour nobody interrupted so, you are doing good work, the next two hours within which somebody entered without any appointment then it is your responsibility to protect your time because you have scheduled that 2 hours for certain works.

You have scheduled based on what the time required for completing that particular work. Now, if you have started a work and did not complete then you can always take it as a carryover of that particular work to the next day or maybe in the afternoon, ok, but the time is the same that two hours you have allocated for this particular work. Tomorrow if you are carrying over this particular word and taking half an hour extra; that means, you are now you plan for two hours. But basically you are spending two and a half hours.

So, time now required is more in the whole system what happens is you have scheduled your time and you are you should be very selfish about scheduling your time and very

selfish about protect your time and say to it that nobody disturbs your time schedule. So, give no opportunity to anybody else.

So, I always say protect your own time and for which you must learn to say, no. If suppose you are working let us give an example as you as a student you are studying and then you find one of your friend calls and says how about let us go for you know a movie. You have scheduled your time for that particular study you do not want to annoy your friend and you say, let us go you just visited twice and that is fine, let us go I will do the study later.

But, have you understood one thing that three hours study which you have scheduled now that 3 hour got deferred and that today's 24 hours out of the 24 hours that 3 hours is now wasted which is not which has not planned for your movie trip and now you are going to the movie; that means, it is now unscheduled, but your study was your study was you scheduled one. In such cases I will always say protect your own time and learn to say, no.

There lies the soft skill how to protect your own time without annoying the person who is offering for your company or requesting for your company and offering for one particular kind of non scheduled activities, learn to say no.

See you have to be stirred, you do not have to be impolite, you do not have to be rough, you do not have to be tough to say no I would not go, no. There lies the soft skill you can very politely convincingly tell the other person that I would have really enjoyed going with you for the movie, but unfortunately I have a task to do you know this particular 2 hours or 3 hours which I have allocated for this particular work and I would like to use that some other time we will work out a mutually convenient time for going to the movie.

So, you deferred that 3 hours movie trip to some other day which maybe in future you will never go, but the thing is you have this 3 hours is not wasted. This is very very important.

At the same time, well I am saying that you say no because you protect your own time at the same time I would also suggest you save others time. How? consider the other person

in your position he has also scheduled his time and you suddenly go into his chamber and then start interacting with him it is a very unscheduled.

So, the most favored soft skill is you take an appointment see it is very easy said not very easy done, but; however, I will say it can become your you know your part of life if you start at least giving some value to it for your friend you just make a call make a request and the friend complies with it fine unscheduled you are going for some other activity.

But, you must definitely know for that particular time for which you are requesting you have scheduled your time for the activity for which you are requesting, but he did not schedule it earlier. If it happens something like this that when you are in the play field and then you decide day after tomorrow in that evening, 3 hours you will spend in the movie; that means, it is scheduled by both of you. If it is mutually scheduled no harm, another thing is if it is not mutually scheduled there is a danger, ok.

Now, I would always say the perceive that total time. Perceive the total time in which sense perceive the total time of the entire date that 24 hours of which I will give you a ship you know structure in which you will see that quite often if we use the time for different activities it is a very good practice that if you schedule your time, use your time, even if you waste your time or you save for something else.

But, end of the day you take account of how did you really spend your time it is again going back you have been endowed with 24 hours fix some of time and you have allocated for different functions and now you retrospect you reflect on that you review it and check that how did you really use your time, very interesting.

Now, here the situation is that once you do this you will find that you will make a habit initially you will have a little bit of uneasiness. You will find that once you start reviewing it then you will find that you have wasted your time. I am more insistingly saying this to my student friends when I will think about when I will rather talk about your total time plan in your life then I will give you some clue.

But every day you have to go to school, you have to come back, you have to then go to the field play and come back and study your time is limited after some time you have to go to sleep and if you do not use your time very very judiciously then what happens is there would be a good amount of time wastage we can reflect you just take the review of

the entire days time how did you from which time to which time what kind of activity did you do then you will find that you have wasted your lot of times and most of us most of us we waste our time to a great extent and that we realize afterwards in future.

When we were wasting we do not we do not realize it, but once you have wasted and then review and reflect then we understand it is just like five of us are given 5000 rupees in our purse individually and 7 days after we are checked that how did you use our 5000 rupees we might find that five persons have used differently ok, somebody made some investment with that 5000 rupees and got some return.

So, his positive is he got the return another person he spent it. But, he did not get the return, but for he spent for social cause, but still that is a return may not be the money value he has spent it another person has spent on some you know insignificant things or unnecessary things it is the wastage somebody has purchased books it is a proper spending of the particular money you know.

So, when you start looking at it different persons will have the opportunity or the discretion of using the time in different manner there is no one rule that how should you spend your money. Same is there is no one rules that how should you spend your time every individual should always hold back their time as a precious possession and then decide how to use this time throughout the day, do not ever think of what you do tomorrow first you think of how you are going to spend your 24 hours time given to you today, ok.

Then comes the time planning the personal sense of time in which what happen you have to do is you have to do a time planning and then you have to do a time budgeting. See the planning is how you are going to use the time. The budgeting is how much time for what activity that is budgeting planning is how you are distributing the time, and then you must keep a time log see it is very you know initially when you are listening to me you may think that it is very difficult. It is very you know it is not really realistic I will tell you it is very realistic. If you really do it you can do a good amount of work.

I have seen one thing the busy persons are always busy, but still they can do extra works and the lazy persons who are never busy in anything they do not have time for any other works I found you will also find this the lazy person sitting. And, he said I do not have time you give up same work to a busy person he will finish his one task and then he will

take up your work and finish it because he has a good sense of budgeting or planning the time visibly the work, ok.

So, time budgeting. So, first time plan you do the time planning and then you do the time budgeting, but every time I am saying first for daily time 24 hours, 24 hours, 24 hours, and then when you are keeping a time log you keep the time log for your 24 hours daily time log.

Now, let me extend this a little further. Whenever you are thinking about the time you think in terms of long term goals what is the long term goal how long term can you really foresee it is very important to see that how long you can stretch you know one suggestion is you plan for the time up to the extent you can visualize it; that means, an example see a student once going to the Montessori cannot really visualize the time to be spent for education till class twelve your college or the further higher education cannot. Who is visualizing this time? The father. The parents, they are visualizing, ok.

The child has gone to the school the first day entered, ok. The long term planning is this particular child will spend so many years in the primary level then go to the higher school level and then go to the college then go to further higher education; that means, the time span in years that long term planning the parents do and then once the child becomes a little more sensible to understand about the value of time then one realizes going to the class 1.

Every child thinks the target is to reach class 5, after class 5 when they go to class 6 then the target is to go to go to class 12 and once they complete the class 12 then they have a target of going to a college for 4 or 5 years or 3 years; that means, you can always have a chance of reviewing, it not necessarily that you know a kid will be pushed with the idea of forced with the idea of time.

Then, it becomes a little you know a disturbance or stress on the time, but the point is it is always better that whatever domain up to which you can visualize within that you must make a times caring. In fact, frankly speaking parents they do not find a very strong way of communicating the children about the value of time.

Of course, many peoples many parents say do not waste time do not waste time, but the thing is they do not say how to ration time, how to plan the time, how to budget the time

I am talking about first as a normal person then I talk about certain things in terms of business, ok.

So, when you are making a long term plan time budgeting is important, time planning is important, time budgeting is important, it is also very much relevant with your life planning, but since we cannot foresee so much that means, I do not know how long I will live because nobody knows when up to what age one is going to live.

So, if I do not know when I am going to die how can I plan for that number of years when I am going to die, that is not feasible and it is not advisable as well. So, what you do is whatever time domain that you have within your next vicinity plan for it, budget it, distribute the time accordingly ensure that time is not being wasted, ensure others are not wasting your time you make best use of your time.

So, it becomes a life planning it becomes a long term goal. So, 5 to 10 years or it becomes yearly plan, this year I am going to do this you must have seen in the diaries nowadays they give your planner. Your planner is only 2 pages and it is only you know few months which are listed over there in do you think the entire task of your work of the month can be fitted over there, no.

Basically, it is for the priority. So, what do you do is suppose you are making a yearlong plan then you first make a priority list and then you put the priority at least in the year planner and one action may lead to another action another month that leading to another action to another month, but there may be parallel activities which are going in the month.

So, you make a yearlong plan. So, one is that you make a life plan if you can, but I am sure that no kids, no child can do that, but the thing is once you become sensible about the time and you make a good habit of working with your life you know time planning.

In such cases you can at least try to make a little long term planning, time planning or yearly planning at least or at least midterm planning; midterm planning is three to six months; that means, you can decide today seating very very you know with your time calendar that by this particular time I am going to spend the entire six months in this manner it happens in business, it happens in marketing.

See in marketing let me connect it with the marketing now. In marketing what happens you are given a time target what is the time target? This time target is nothing, but the year yearly time target or midterm time target. Company gives your target saying that within three months I want to get this much of sale done; that means, company sets your time clock.

Now, once they set this time clock then within that particular period you have to get at least that reach that much of target, ok. If you reach more than that you get incentives, if you do not reach even that then you get incentives; that means, you have some kind of you know punishments or demotions of whatever and then daily plan.

So, my suggestion is you start with a daily plan first, ok. You first plan for the day, today, work it out, for the entire month every day you work it out. At the same time extend it to the 3 to 6 months of your midterm plan and if you can plan it further.

So, it is something like that you decide to go for a vacation and it is now month of April you decided to go for vacation in the month of December; that means, you have now making a plan for December. You want to now go for vacation during that time you have to stay somewhere; that means, you have to make your travel plan you have to make your accommodation plan you have to arrange for fund, three things.

Now, when are you going to do it you have to make a plan for that too up to which month you must be arranging your fund, so that you can pay for your booking for the accommodations or for tickets the thing is the planning has to be done before.

So, whenever you take at least one priority action there will be many other related actions or activities which will come and that will come before; that means, you have to plan it accordingly. So, your daily plan your midterm plan your yearly plan and your long term plan and your life plan you know these are all different important things of time sharing how you are going to share at the time, ok.

Use of committed time in terms of your daily routines, it is a committed time. Daily routines you cannot you know skip your office time 9 to 5 you cannot skip you may work extra, you can take leave. But, the thing is you know this is your committed time.

So, you are our committed times you will find most often are connected to dairy routines or it is with waiting time; that means, somewhere you have to take a bus or you have to take a metro or you have to take a rail or you have to take a flight you have a waiting time.

Quite often we have found if you are now going you know flying from one place to another the flight time is 2 hours, but your waiting time is half one and half hours at least count it; that means, there are certain committed time and if you land up at the last moment you will not be will be denied entry or door the flight.

So, you that is a committed time travel time your appointment is a committed time, your meeting time is a committed time and your work or study time is a committed time your production time is the committed time and, your delivery schedule is the committed time.

So, time when you are looking at it has different kind of picture to us something which I am wasting something chance saving something which I am using, but they have some commitments in to associated with it if you fail in any of these then in that case your success of use of that particular time is not going to work, something like you know missing a flight missing a train getting stuck in the roads, ok.

Then comes a little bit of you know I would like to say something about time sharing individual time sharing. There are two ways of time sharing one is individual which you are the boss you control your own time and there are some group time sharing if you are working in a company there is a group time sharing if you are studying in a school along with others is a group time sharing.

So, during your individual time sharing let me say something about let us say you there is something activities like sleeping, washing and bathing in the morning or in the midday food at different time breakfast lunch snacks in the afternoon and the dinner.

So, food will take some time, relaxation will take some time, your meditation may take some time and your exercise or workout will take some time your study will take some time. So, there are different kind if I try to just see usual very common you know common allocation of time for sleeping the most healthy sleeping is if you sleep for 8 hours, but if somebody is sleeping for 6 hours; that means, he is allocating that extra 2 hours to some other activity and; that means, it may result into some kind of poor health

later. So, if you can ration your time in such a manner that you get a good sleep for 8 hours then you have to also be very careful about that time used during the other time; that means, 16 more hours which you have to use very very categorically distributed over other activities not allowing anybody else to get your time wasted, ok.

So, for washing, bathing say approximately 1 hour in a day for food approximately 3 hours if you want to have a food in a proper manner, relaxation 1 hour and then meditation is 1 hour if you could all right, exercise 1 hour when I am saying exercise 1 hour you do not really do not do workout for 1 hour it will be too exhausting.

But the thing is going to a exercise place, you know going to a gym and then waiting there for your turn and then doing the exercise and again coming back after wash and all that totally 1 hour for study about 5 hours when it comes to group sharing in time sharing in groups then travel to work is 1; that means, about 4 hours it goes in travel I am talking about the you know suburban travels about 4 hours it simply goes. So, out of your 24 hours every day for us goes in travel.

Now, here at the point is how do you really make use of this particular time travel time you cannot negate, but you can definitely make that 4 hours time useful by doing something else you can read a book. See you do not have to allocate your extra time for reading a book reading a novel carry a novel sit in a train 2 hours time that you have now you just read down the novel finish it your time.

Now, you are overlapping the time that is the best way of using your time in schools or colleges say about 1 hour in a group; that means, you are together it is not attending classes attending classes in about 5 hours, but you know studying together or say in the job or office it is about 8 hours you be with the groups for family activities about 1 hour.

You are lucky if you can give your 1 hour you know every day for your family I would consider you to be very very lucky most often people do not find time for their family members they give time for everything else they spend about 2-3 hours with their friends and other you know acquaintances.

But they really find very difficult to find time to give that 3 hours for their family the same day, recreation and socialization is about 2 hours and social works is 1 hour you are also lucky if you could give about one hour for social works; that means, every day at

least one hour if we could allocate now then for religious activity 1 hour these are approximate time required for this kind of activities.

So, my suggest, my point is this that when you are using your time rationally as per your requirement, you do not have to follow others you know your tasks you know your targets and then you know your 24 hours and allocate it accordingly. I do not suggest neither I appreciate that if suppose you are having a very little time for sleeping say 4 hours because you say I have 24 hours I have to do.

So, much and study I have to do. So, much your work then I will go to sleep at 1 o'clock in the night and then again I will get up at 6 o'clock. No, this is not the right or healthy approach. So, you use your time, but I would also say that you keep a time log in the time log what you do is you keep a time log in which say committees some time allocated for committees, some time for interviews, some time for discussions, some time for education or training or workshops, some for work out, some for telephone conversation, some for dictating, some notes, some for writing down, some notes, some for reading and some for inspection and some for traveling and other activities.

But, one thing I would always suggest that you always reserve some time for thinking out of that 24 hours allocate some time for thinking and be selfish hundred percent selfish on that because what is the thinking time that you are going to use for you are basically during that particular time you are introspecting, you are reviewing, you are reflecting on how did you use your time this is one and how do you plan for your future.

So, you always reserve that time for thinking you can forego some of the activities because you have no time or you have dearth of time, but the thing is must reserve every day at least one hour for yourself uninterrupted thinking.

If I am saying uninterrupted you are if you are married your wife, your children should not be able to intrude in that particular space this is what I say as personal space in terms of time give the same one hour time to your wife get the same one hour time to your child do not interfere in that particular one are every individual irrespective of their age and sex they have their own thinking time requirement give them that particular time, ok.

Now, some extreme cases are there I will just put a note of cautioning and then I would conclude this do not be a time fanatics when I am saying use your time use your time

judiciously at the same time I am saying do not be a time fanatic, see time fanatic people never gets friends never relaxes time fanatics means I have to do this work I have to do this work I have seen many such people who are always jumping and moving around and doing some works or the other.

But end of the day or end of the life when they are counting they found that many of the time they have used for these kind of activities hyper activities, but did not really yield good results. So, do not be time fanatic be a very rational person in time use do not be over preoccupied, do not be over preoccupied, you be occupied, but over occupied do not be.

See if you really ration your time and budget your time properly then you will find very interesting thing will happen you will make a habit of it is almost like say when you get up in the morning what do you do you go to your washroom you brush your teeth is it that every day somebody is reminding that you have to brush your teeth. No, it has become a part of your system and then you go for breakfast you have a cup of tea. Is it that you have your breakfast and then suddenly realize I have to have a cup of tea? No. It has become a sequence of activities.

So, what I suggest is that you always work out every activity one after another as a daily routine you will always have an opportunity to make a little bit of reshuffling, but at the same time do not be such fanatic like say if you do not get here. Suppose, see I will give an example you want to have a cup of tea at 7 o'clock and somehow at 7 o'clock your wife could not give you a cup of tea, do not jump on to her, do not shout at her because 7 o'clock is your tea time you miss a tea time, no, do not do that that is the fanaticism.

You know that is the time fanatic kind of reactions. 7 o'clock is your time for tea wait for it maybe within say another 5, 10 minutes or 15 minutes your tea will come. That is what I am saying that do not be time fanatic say your office time starts at 9 finishes at 5 be time fanatic for that you be exactly there at 9 o'clock start your work at 9 o'clock.

See if it is 9 to 5, that means, you should be there at least 15 minutes before or 5 minutes before. So, that you are now psycho physically ready for working right at 9 o'clock starting the work and finish at 5 o'clock pack it up and then forget about the office go out that is not time fanatic situation.

It is the justice to the time that you have allocated for, but imagine that you have you have allocated your time from 9 to 5 and of which half an hour goes before another half an hour goes after.

There are certain things you know which happens in your time use you know there is something called energy use your energy you know there is a kind of you know fatigue that gets generated you know look at my hand it is something like your day starts here and say 9 o'clock work starts your work starts here comes at the midday and then the whole fattening it comes at the midday.

And, then gradually the time finishes at 5 o'clock say 9 o'clock to 12 to 5 and in between you have a time which is reserved for your lunch or refreshments, ok.

I have seen situations that where the whole day is divided into two parts; that means, you have a lunch time when you go home you started at 9 the work peak also follows this I will tell you in an office when you have no opportunity come out of the office; you enter at 9 o'clock and come out of 5 in between, you may have a refreshment time. Your actual work curve the work efficiency curve goes like this and comes here, but if suppose you have a lunch break of about 1 or 2 hours then you start work here and then the lunch break starts.

So, your peak never goes to this and drops like this, it will be a peak will be lesser and then come here. Again, it has to start from here after lunch and then come here. So, these 2 together never makes your peak at 12 o'clock that is why sometime I feel that good efficient organization never gives a lunch break which is long and allows people to go home.

But in campus places like where I am we have a system that ok, in the morning we have session this much 3 hours go for lunch again you come back 3 hours or 4 hours you work, and then I found by the time I have reach my peak of efficiency of the work it has see 9 o'clock or 8 o'clock it starts and by the time it reached ten or ten thirty my peak is reached and then again I am ready for going for lunch.

So, peak is a short height. This is a very very strong wastage of time I can tell you, but this is a system accept it agreed and people adjust to this, but the thing is if suppose you want to work reach the peak and then gradually decline, ok.

So, over preoccupations perfectionism is another in extreme cases or over punctuality sometime is some extreme cases, but these are not negative I will tell you. I would say time fanatics is a slightly detrimental, but the thing is punctuality is one of the finest virtue one can have and you know by showing others the sense of punctuality you can always win over others.

To maintain punctuality if you have a start time and the end time then you should always plan a little extra keep a questioning that you come a little before start at the right time finish at this time and then keep some as always after then you go out ok, punctuality is this.

And, then time hammering is another; that means, you have to be told this is the time this is a time this is the time this is a time hammering is also extreme cases and sometime repeated confirmation is also the extreme cases that, is that is it going to happen at that particular time, the point is that whenever you are thinking about these extreme cases you try to see that you do not suffer from these extreme cases.

But you can always have a very good use of your time I will just highlight 2-3 points in terms of say one is by go for basic negotiations see effective time management in basic business negotiation is I look at time for research on opponents team which I have said earlier as well, I look at time for pre-negotiation rehearsal because, I am saying time.

Reconfirm date and time of negotiation two days before confirming a time and be punctual at the time of negotiation this is very very important in also your time use. I am focusing this with respect to your negotiation and business negotiation business negotiations and management be to the point during negotiation stick to allocated time for negotiation and avoid time wastage and avoid time overrun; that means, you are now almost having a full control over the time not that every time you are responsible for that.

But you ensure that it becomes absolutely timely and forward minus your meeting timely as promised and for marketing there are certain effective time management clue I will give you resort time for research and customer database and then allocate time for connecting calling and appointment.

These are very rational time of company delegate this to others, ok, reconfirm date time and time of appointment two days before and be punctual on the time of appointment and

be to the point during presentations, ok. do not take more than 30 minutes unless permitted during presentation more than 30 minutes is waste of time, ok. Leave immediately after the meeting do not waste your time after the meeting is over; that means, now you are saving your time for other activities and right thank you later within 7 days.

So, take 7 days time to write a thank you letter to them and forward documents timely as promised if you are promised that I will send you by tomorrow then send it by tomorrow if you have said that I will send it within 2 days take 2 days. But must send it and if you say I will send you shortly, but not more than 7 days after that the whole effect will be lost and allocate time for reconnecting.

This is how the whole time is going to be used. In fact, the time management it has a long you know many other connotations which I wanted to speak about, but with the brevity of time within which I have tried to say I will just summarize always consider the time is yours, nature has given you that time for your own use do not allow anybody else to waste your time that is the first thing you follow and one is not wasting your time.

But are you yourself wasting your time ration it budget it properly distributed and allocate it properly if you do it I can tell you with a absolutely proper time management and time budgeting you can always be a very very successful person in your life and every successful person has have used their time very very efficiently. But, it is also tough.

Ok. Friends that concludes our entire course here and please go through the entire course again over and over again and you had been already answering to responding to the assignments and I am sure that you have enjoyed the course.

I will be very happy to get your feedback on the course and if you think that there are certain things which I need to elaborate more please feel free to write in the forum or ask questions in that particular section. So, that I can know that how much more you need to learn, how much more you I need to tell you in future, so that I can restructure at the course as an extension of this.

As it is I have lots of things to say in terms of negotiation, marketing management as well as time. So, please feel free to give your responses, your feedbacks in terms of the

entire course. Thank you very much for giving your time and I hope you have enjoyed it, feel free to communicate.

Thank you very much.