TIME BY ENERGY

How I need to spend my week

Doing your best work takes conscious thought and planning. It doesn't happen by accident. This is the exercise I use to work out what my role really needs from me - time on one axis, energy on the other. It needs the page overleaf, a pen, Do Not Disturb on, and an hour you don't let anyone interrupt.

1 **List your must-dos and plot them**
What does the job actually need from you in a typical week - as the principal, the CEO, the person running the business side? Brainstorm everything and get it out of your head onto the page. Generalise and smooth the week. No excuses about why there's no such thing as typical. Then draw two axes - time investment across the bottom, input energy up the side, both low to high. Set a scale that works for you (for me, low time was an hour or less across the week and high was a full day). Place every must-do where it belongs, with the total weekly hours written next to it. Don't do the maths yet. Just think about HOW you should be spending the week.

2 **Add the rest of your life**
A different colour for each main part of your life - family, hobbies, volunteer work, the other business, your "opposite world" - on the same page. Overlaying it all onto one matrix is where the picture gets honest.

3 **Take the reality check – automate, delegate, stop**
Capturing everything floating around in your head shows fast where you're already over capacity. Most of us carry unrealistic expectations of ourselves. When I did mine, the hours said I was over before the week had started. My goal became 35 hours a week (ideally 30, in stages). So go through every item. What can be automated? Delegated? Not done at all? Be realistic about the capacity you have, and ruthless about protecting your time for the things that matter most.

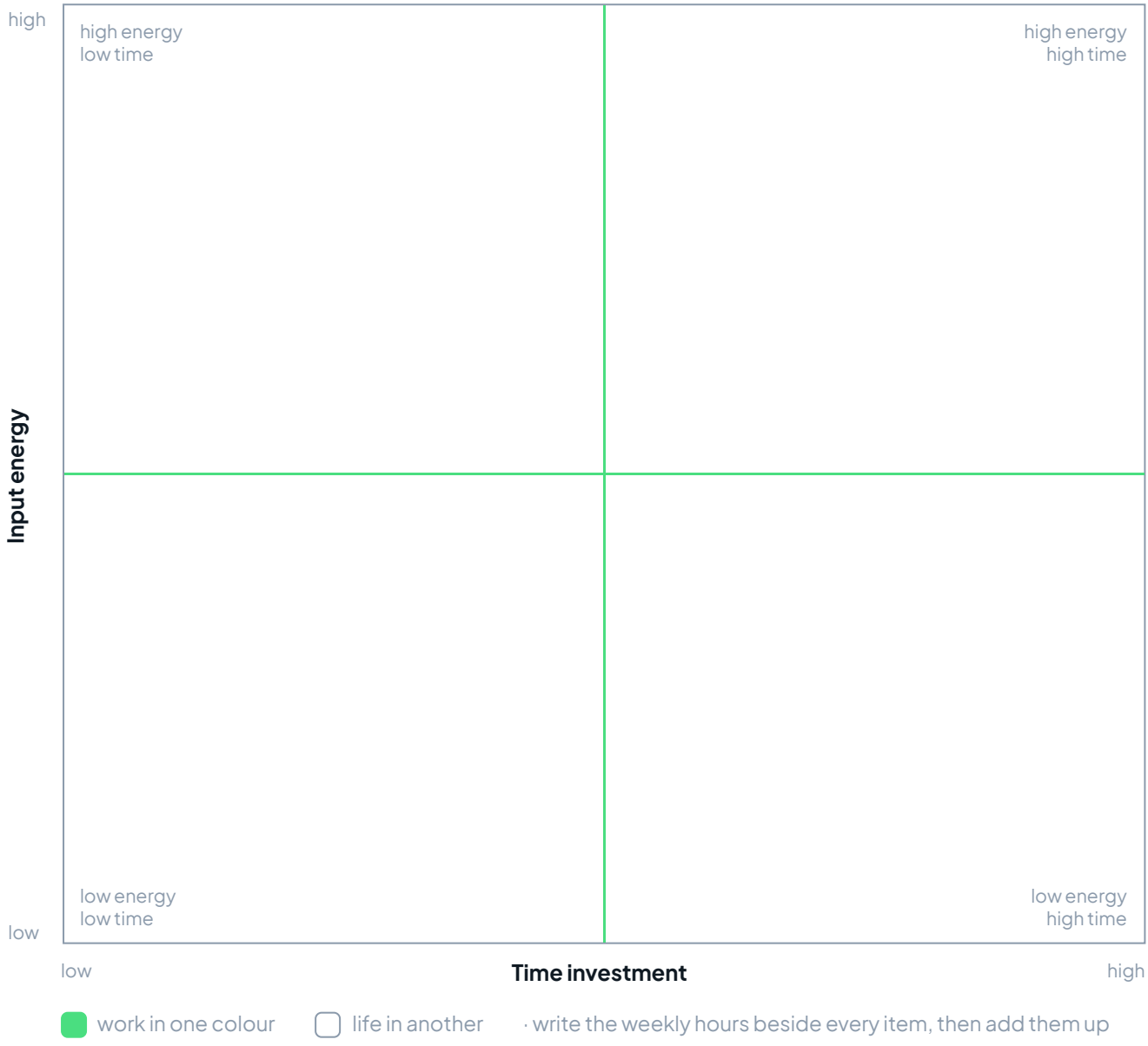
4 **Add what's missing, then sit on it**
The important things that never made the list because they're never urgent - white space, learning, thinking time. If they're not on the page, they won't be in the week. Then leave it for a few days. Come back and add, edit and think carefully about every item. The first version is a brain dump. The second one is a plan.

5 **Time-block by energy**
Take it to your calendar. Group similar activities, then schedule things for when you'll have the right energy for them. Strategy work is definitely not best done on a Friday afternoon.

The outcome, when it works, is a realistic and manageable weekly framework. The right priorities are being met, and there's room in it for your own health and wellbeing, not just output.

MY WEEK · TIME BY ENERGY

Step 1 – my must-dos everything the week needs, out of your head and onto the page



work in one colour life in another · write the weekly hours beside every item, then add them up

Boundaries.
If I can't trust that your answer is no when it needs to be no, I can't trust your yes.

Done is better than perfect.
The map doesn't need to be right first time. It needs to exist.

Capability is not capacity.
Being able to do something is a different question from having the hours and the energy to do it well.