

# How Much Is Your Productivity Bottleneck Costing You?

## You Are Losing Time AND Money!

You started your business to help your clients and to have the freedom to do more of the things you love. Yet, you find that you consistently run out of time.

And it continues to happen...over and over and OVER again.

Why? You have one or more **Unidentified Productivity Bottlenecks**® (UPBs), and they are killing your dreams and standing in the way of living your best life.

While current time management skills have got you this far, you know there's a missing piece to your productivity. But did you know that your UPBs are costing you more than just your sacred time?

### Your UPBs are costing you money!

Ouch! As if your time wasn't enough.

Here are 3 simple steps you can take to determine how much money you are losing due to your UPBs.

### Are you ready to rip off the Band-Aid?

- Step 1:** Identify your bottlenecks.
- Step 2:** Determine how much time you are losing because of these bottlenecks.
- Step 3:** Calculate how much money your bottlenecks are costing you.

## Step 1 - Identify the bottlenecks.

What are the top 3 things that keep you from getting everything done each day?

1

2

3

Not sure? These are the top bottlenecks I see with my clients. Feel free to use this list as a starter and check off those that apply.

### “I struggle with...”

Figuring out what to focus on first - overwhelmed with everything on my to-do list

Lots of client appointments, but little to no time each day to complete the projects for the clients.

Jam-packed calendar, with no time to breathe or think.

Finding time to do the strategic parts of the business.

Spending much of the day putting out fires.

Multiple interruptions each day from clients, team members, and family.

Putting off big projects.

Being pulled in many directions / wearing many hats.

Spending time doing work outside of my Zone of Genius.

Not working on my harder tasks at the best times - when I have the best focus and highest energy.

Staying late to work on MY work because I spent all day answering questions.

Underutilizing my team / not having a team.

## Step 2 - Identify how much time you are losing to each bottleneck.

- 1 Write your 3 productivity bottlenecks in the table below.
- 2 How often each day do you experience each bottleneck?
- 3 How often each week do you experience each bottleneck? (*To determine the number of times your bottleneck affects you each week, start with the number of times each day it occurs, then multiply by the number of days you work each week.*)
- 4 Multiply this number by .5, which represents 30 minutes per bottleneck.

Bottleneck	#of Times Each Day	#of Times Each Week	Amount of Time Per Occurrence	Total Time Lost Per Week
1)			X .5	
2)			X .5	
3)			X .5	
			TOTAL TIME LOST Per 3 Bottlenecks =	

EXAMPLES	#of Times Each Day	#of Times Each Week	Amount of Time Per Occurrence	Total Time Lost Per Week
1) Multitasking	5	25	X .5	12.5
2) Putting out fires	2	10	X .5	5
3) No time to think	1	5	X .5	2.5
			TOTAL TIME LOST Per 3 Bottlenecks =	20 hours

## Step 3 - How much money are your bottlenecks costing you?

What is your hourly rate when you are doing your Zone of Genius (ZoG) work? (Zone of Genius work is the work that only you can do, which is the best use of your time for your company!)

### Zone of Genius Hourly Rate:

- Transfer your 3 bottlenecks and Total Time Lost Per Week in each bottleneck from Step 2 into the table below.
- Insert your ZoG Hourly Rate.
- Multiply your Total Time Lost Per Week and ZoG Hourly Rate to compute the cost per week of each bottleneck.
- In the last column, multiply your Cost Per Week x 48 work weeks for your total cost of each bottleneck per year.

([Click here](#) for an explanation of Zone of Genius. [Click here](#) for how to calculate your hourly rate.)

Bottleneck	Total Time Lost Per Week	X Hourly Rate in ZoG	= Cost Per Week	X 48 = Cost Per Year
1)				
2)				
3)				
			TOTAL cost of top 3 bottlenecks each year =	

EXAMPLES Bottleneck	Total Time Lost Per Week	X Hourly Rate in ZoG	= Cost Per Week	X 48 = Cost Per Year
1) Multitasking	12.5	\$300	\$3,750	\$180,000
2) Putting out fires	5	\$300	\$1,500	\$72,000
3) No time to think	2.5	\$300	\$750	\$36,000
			TOTAL cost of top 3 bottlenecks each year =	\$288,000



***You are working so hard, yet these UPBs are costing you so much money!***

You didn't decide to create your business to be this frustrated! You created it for the freedom to do what you love, yet you're spending more and more time working in your business than enjoying that freedom.

**In addition to the financial cost of the bottlenecks - what about the personal cost?**

Think of last week . . .

- How often did you turn down time spent with family and friends because you “have to work”?
  
- How many hours were you actually able to spend last week doing something YOU LOVE (other than work)?

**Consider the possibilities...**

**Look at the cost of your UPBs...what would you do if you had that money back?**

**Think of the time you're losing to your UPBs...what would you do if you had that time back?**

## Holy cow - now what???

I recognize it can be frustrating to see these numbers in black and white - and I'm here to help!



**I'm Lisa Crilley Mallis, a time strategist.** I've worked with tons of business owners, helping them figure out how to accomplish more without actually working more.

Here's what I know: you used to have it all together! In fact, at times you were proud of being so productive. Then, your life changed. And what used to work doesn't work anymore.

You need a new plan, one that doesn't rely on working more, trying harder, being more disciplined, or having stronger willpower.

### **You need a plan that depends on...**

- working differently (NOT more!).
- leaning into your STRENGTHS.
- being "real" – no theoretical, hard to understand (and harder to implement) strategies.

**You can become an expert of your own time management and productivity!**

**Here are three options to solve your bottleneck!**

Here are some ways Impactive Strategies can help.

- 1 [Join our \*\*Fix Your Productivity Bottleneck in 28 Days + AWESOME Time Mastermind\*\*](#) and get the process and all the support you need to break through... fast! We will walk through identifying the correct bottleneck, then we will strategize exactly the best approach to fix the bottleneck once and for all. *If the total cost of your 3 bottlenecks per year is greater than \$1597, this is the best option for you.*
  
- 2 [Apply to be on the \*\*Guess Your Productivity Bottleneck\*\* challenge.](#) I'll ask you a couple of questions to ensure you are trying to fix the right bottleneck. This will prevent you from investing a lot of time, energy, and frustration solving the wrong problem, just to end up right where you are right now. If you struggled to complete Step 1 of this worksheet, this is the best option for you.
  
- 3 For the DIY-er, check out these **free resources**.
  - **Bottleneck:** [Not working on your harder tasks during the time of day when you have the best focus and highest energy.](#)
  - **Bottleneck:** [Staying late to work on YOUR work because you spent all day answering questions](#)
  - **Bottleneck:** [Jam-packed calendar, with no time to breathe or think.](#)

*"Now I can focus on what's in front of me rather than worrying about something that hasn't happened yet. YAY, we did it!"*

- Diana Dibble, President/Chief Motivator, Design To Delivery Inc.

*"My perspective gets 'off,' so getting outside perspective is so valuable."*

Mary Cravets, Founder, Simply Get Clients

*"I feel relieved! You've given me permission to not be so afraid of bottlenecks that could derail the organization."*

- Amy Williams, CEO, AB Unlimited

*"We found my bottleneck!"*

- Laura Palker, Owner, Trade Show Solutions