

## Managing Priorities Part One



**Dr. Ali Qassem**

[www.aliqasseminternational.com](http://www.aliqasseminternational.com)

**MANAGING** time or as I like to call it 'managing priorities' is a very important and a very popular topic. It became an industry in itself. The world is full of time management devices and tools, and there are thousands of time management books and more than nine million time management articles on the internet. However, many people have many difficulties in managing this unique resource.

We need to perform our work, tasks, and other daily activities effectively. In order to achieve that, we need thoughts, peace of mind, information, performance, and actions, and all these take unpredictable amount from our daily limited time. Moreover, we may know how to handle a task or an activity and perform it the right way, but generally we may not have enough time to do all that is necessary in order to do that task or activity excellently.

However, our ability to manage our time directly affects our performance, our results, and our success in the workplace and in life in general.

Managing time is essential for every individual regardless of the type or kind of work he/she does. Peter Drucker said, "Man is ill-equipped to manage his time, but unless we can manage time, we will not manage anything else." Time management is the art of using certain skills, tools, and techniques in order to accomplish specific tasks and goals effectively in a shorter time. It is planning, arranging, and organizing your time in order to generate higher level of productivity.

People or some of them, used to say that time is money, and others say time is gold; this is not true. The fact is that time is more precious and more valuable than money. We can get the money back if we know what we are doing, but we will never be able to get back any wasted time.

Thomas Edison said, "Time is really the only capital that any human being has, and the only thing he cannot afford to lose". Effective people know that time is limited. We cannot keep, store, or replace time; time is a unique resource. We can find money, we can hire people, but we cannot hire or obtain more time.

We all have the same twenty-four hours per day; however, our accomplishments and achievements are not the same. Ordinary people think merely of spending these twenty-four hours; and just count the days. Extraordinary people use these twenty-four hours effectively and make the days count.

There are people who are busy all day long trying to accomplish some tasks and duties, but at the end of the day, they discover that they have not even done half of these tasks; that is because they are lacking the time management skills.

Most of the time, it is not a matter of being busy, or what we are doing. What matters the most is what are the things that we must be doing in order to add value to our work and life.

We, humans, lose the sense of time easily. We, most of the time, do not notice how much time we have spent doing certain activities. Have you been in a situation and, after a period of time, discovered that time has passed so fast and you are late for another appointment or to do another task?

Those who do not manage their time are always in hurry, having higher stress level, pressure, and they accomplish less. On the other hand, those who use time management skills, tools, and techniques constantly are the most effective and the higher achievers in all walks of life, spend more time for their own and with their loved ones, and enjoy their lives.

Learning and mastering how to manage time is a journey that starts with changing the existing habits and establishing brand new habits.

It necessitates having a time budget, arranging priorities and the environment in which you perform, planning and committing to the plan, eliminate time wasters, and recording time. Managing your time makes your job easier, improves your performance level, reduces on-the-job stress, and gives you extra personal time.

A second wasted is a second lost, and it will never come back. Therefore, one has to get into the habit of using time wisely, as there are only as many days in the year of which you make use.