

# TURN YOUR DOWNTIME INTO PRIME TIME

Re-Purpose Wasted Minutes and “Add” One Month to Your Year

**Y**ou feel pressed for time. You want to increase personal productivity and make the most of your day. But how? What can you do *practically* to become better at time management?

One effective strategy is to **turn downtime into prime time**.

Simply stated, turning downtime into prime time means that you **reclaim wasted minutes** throughout your day and **re-purpose** them for **greater effectiveness**.

All of us have daily downtime in which we are not focused on accomplishing particular goals or tasks. Examples include driving, waiting for an appointment, watching television aimlessly, spending too much time on social media, or standing in a checkout line. The following tips below will inspire you to **reclaim up to a month’s worth of wasted downtime** and use it more productively.

## REGAIN A WEEK’S WORTH OF WORK

According to Gallup, the traditional 40-hour work week is no longer the norm. Most people work an average of 47 hours per week with many saying they work 50 or more per week.<sup>1</sup>

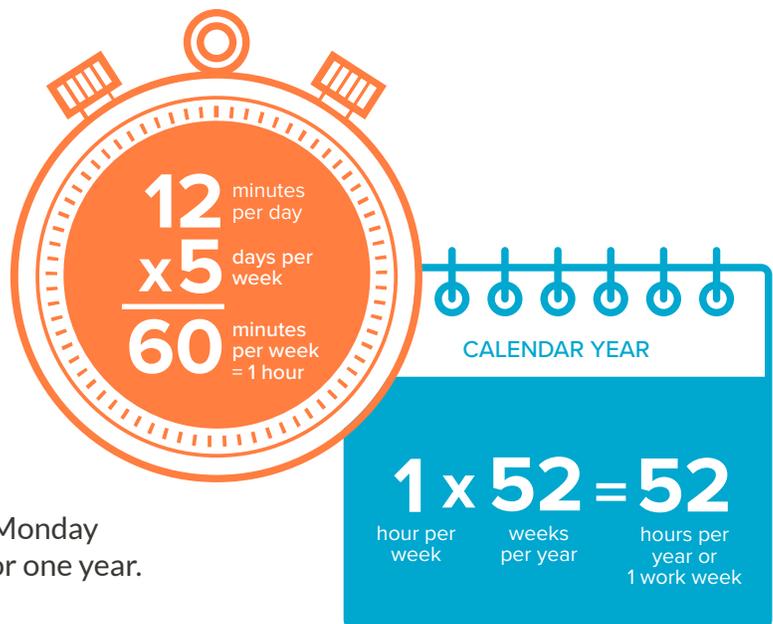
What if you could “add” or “regain” 52 hours over a 12 month period? That’s roughly **one week’s worth of work!**

It’s not as hard as you think.

Simply stop wasting 12 minutes of downtime Monday through Friday and use it more productively for one year.

The math is straightforward. Multiply 12 minutes per day times five days a week. That gives you 60 minutes per week, or one hour. Now, multiply that one hour per week times 52 weeks (one year), and you’ll get 52 hours, or one whole week’s worth of work!

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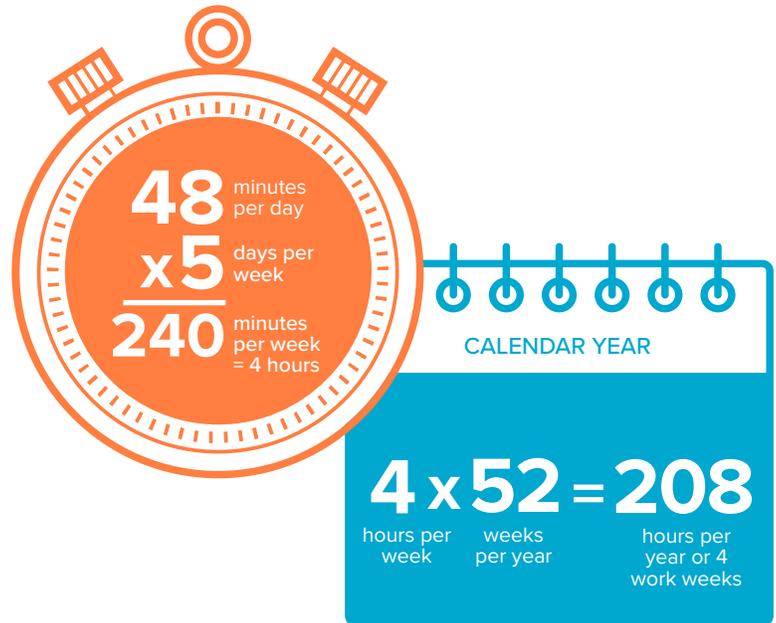


## TURN DOWNTIME INTO PRIME TIME *(continued)*

### “ADD” ONE MONTH TO YOUR YEAR

If you're inspired by “gaining” one week during the calendar year, how about “adding” one month?

Just multiply 12 minutes per day by four. That gives you 48 minutes. In other words, if you re-purpose 48 minutes of wasted downtime per day for five days a week, you'll “gain” four hours per week of more focused, productive time. Take those four hours per week and multiply them by 52 weeks per year. You'll end up with 208 hours. That's **four, 52-hour work weeks**, or one month of work!



### TURN DOWNTIME INTO PRIME TIME

As you reclaim those wasted minutes, here's a few suggestions on what to do with them:

- Identify your most important goals and priorities. Write them down and review them regularly.
- Transform drive or commute time into a university-quality education. Listen to books, self development teachings, or other instructional resources that add value to your day.
- During appointment wait times, use your phone to return important emails or texts.
- Read a book that helps you achieve your goals. 80 percent of successful people report that they spend time reading quality material everyday.<sup>2</sup>
- Use your phone to let those closest to you know that you care.
- Research ways to improve your health including your diet and exercise.
- Learn a new language.
- Practice gratitude.

<sup>1</sup> Saad, Lydia. “The ‘40-Hour’ Workweek Is Actually Longer.” Gallup, August 29, 2014, <https://news.gallup.com/poll/175286/hour-workweek-actually-longer-seven-hours.aspx>

<sup>2</sup> Merle, Andrew. “The Reading Habits of Ultra-Successful People.” *Huffpost*, April 14, 2017, [www.huffpost.com/entry/the-reading-habits-of-ult\\_b\\_9688130](http://www.huffpost.com/entry/the-reading-habits-of-ult_b_9688130)



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