

The 80/20 Rule of Time Focused Achievers

*How Champions Focus on BIG Results
By Working on what's Important*



Brad Tonini
Australia's Champion Entrepreneur Coach



Introduction

Welcome to *'The 80/20 Rule of Time Focused Achievers'*.

This e-book aims to focus on achieving BIG results by working on what is truly important to you rather than what might be urgent.

The 9 secrets are key to achievement and will also build a reputation for you, if mastered.

- #1: *Be Realistic*
- #2: *Important First*
- #3: *One Hard Thing*
- #4: *Triple P Time*
- #5: *No Means No*
- #6: *Under Promise*
- #7: *The 80/20 Rule*
- #8: *Focus, Focus, Focus and Streamline*
- #9: *Be Pro-active*

At the end of each secret an 'Action Plan' has been outlined using a couple of key questions around the principle - write down the answer to each question so that you can take action on your new learning.

Take Action!



Brad Tonini

Australia's Champion Entrepreneur Coach



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1. *Be Realistic*

Be realistic in all your plans and actions.

Why do some people consistently win while others never quite get off the ground, no matter what they do?

The best way to handle anything - indeed, everything - is to do a lot of listening and to be real in your response. The more transparent you are, the more “regular” and therefore the more likely to win support.

If you are absolutely realistic with your time frames you won't let people down - you'll walk your talk and build a great reputation.

A fair dinkum single-mindedness that attracts others can only be attained when you yourself know what you want - from your Ultimate Goal to today's Number One Goal. That's how we do it in Australia; don't sweet talk, cut to the quick - and be real! Then everybody understands what's going on.

Ever come across people who aren't congruent? When the image presented didn't gel with the experience? I often say in my workshops that “one should never take financial advice from a financial planner who doesn't drive as nice a car as you.” And yet, most do.

We should encourage our mentors, our consultants and advisors to be “almost expensive” or premium in the marketplace and then hold them accountable to earn every cent of it.

After all, who really wants a bargain basement surgeon doing major surgery on them? Being realistic with your commitment to follow through to finish a project and to get through a heavy workload is paramount.

Take Home Pay

Being real with yourself is where it all starts. At my programs, people talk to me about the enormous number of things they have on their Personal Action List. They are unrealistic.

I frequently respond, "Five to nine chunky things is plenty to do in one given day". If we don't put a realistic number on our daily wanna-dos, we might have a long list of 20, 30, 40 things to achieve. We'll do 7, 8, 10, 11 things on one given day, check the rest of our list and say, "Geez, it was a bad day".

Neuro Linguistic Programming programs tell us that the brain is capable of handling 7 + 2 things i.e.. 5 - 9 things on our list - I suggest we use this as a measure of what is possible in one day.

What can you really achieve in one given day? Be realistic. Remember that only 20 per cent of the list is going to produce huge results for you. So why fill it up with small pay off tasks? It really is the "quality" and not "quantity" things that make the difference.

The Last Word

I was determined to find out why certain people consistently win while almost everybody else is treading water.

Joe Sammon,
My Dad Thinks I Rob Banks

Be Realistic

ACTION PLAN

1. *Are you being realistic about what you can do in one day?*

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2. *Are you willing to get focused right now on working on the real priorities?*

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2. Important first

Do what's most important first – like all peak performers do.

Our brain thinks in terms of urgency. It can't help but work that way. The squeaky wheel gets the oil. Yet getting certain jobs done makes all the difference to your life and time. Other jobs don't matter nearly as much.

Do your important tasks first, and don't get sidetracked by so-called urgencies.

It's brash, in everybody's face (if you do it right) and also my key point.

Money usually has a deal of leverage in the equation of what matters most, but more significantly the question is: "Does the project or task contribute to your goals?" If the answer is Yes, it's worth pursuing this task with all of the passion and enthusiasm you can muster.

To differentiate between what's important and what's urgent, ask "what am I really paid to do?" Your role in the organisation, even as the small business owner/ entrepreneur, is quite specific - like your personal goals.

Our grandparents used to say: "Never put off until tomorrow what you can do today". In our lifetime, that's just not on.

What's far more important is zeroing in on those things that will bring you closer to what important first really is important - the tasks that create the 80 per cent of success and not the mediocre 20 per cent.

If we do everything because it's in front of us, then important projects are going to be put off. And important projects make or break performers.

The perfect course of action is asking yourself:

"What is the best possible use of my time right now?"

Are you making the best possible use of your time? Or are you just a technician dressed up as a leader? Do things happen by crisis or by purpose? Do you manage what you do?

So when you consider each day what you have to do, why not think in terms of: "What is it I want to achieve today?" "What will make the biggest difference in my life right now?" Or perhaps, "What would make the biggest difference in our company's performance or in the lives of my loved ones?"

Take Home Pay

- List five things you must do tomorrow - five chunky things.
- Mark them down in order of priority.
[When I conduct this exercise in my workshop, I stop right there and talk about the difference between what's important and what's urgent. Notice I said "order of priority" and not importance. Our brain will always think "urgent".]
- Now re-rank those five things in level of importance and not urgency. Invariably, at least half the group re-prioritises one or two points on their list.

Your goals are important. Small panics and the "fires" created by others are not.

The Last Word

Most things seem more important in the present than they actually are.

Jack Collis,
Work Smarter, Not Harder

Important first

ACTION PLAN

Please complete the "Take Home Pay" exercise here:

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3. One hard thing

Do one hard thing per day.

Whether you intend to spend the rest of your life as an achiever within the confines of your current tasks, or whether your personal vision demands that you expand your horizon, is up to you.

It is supremely easy to remain inside one's comfort zone. It is often highly rewarding because everything you do, every problem you fix and every activity is within your area of expertise.

The difference between an achiever and a "super-achiever" is that super-achievers get out of their comfort zones and tackle the tough stuff. Modest achievers attempt to survive on their reputation.

Peak performance is tough because it means constantly searching for new learning experiences, instead of resting on your laurels. Do it often enough and you'll find yourself dragging difficult problems *into* your comfort zone.

The key is to keep on stretching until you have a bigger comfort zone than the achievers - hence, super-achievers!

So push yourself, even though it's easier to follow any free-flowing natural course, because:

- we *instinctively* do the things that are easiest before we do the things that are the hardest; one hard thing
- we naturally do what we like before we do what we don't like;
- we always do the things we know how to do faster, before the things we don't know how to do.

The real key to making things happen is making sure that you are always working on your highest priority task all the time.

Your "driving" task will yield the best result - so at a minimum just do that one top-of-the-list thing every day and that alone will see you lead a more focused outcome-driven life!

Don't put it off until morning tea, lunch or later in the afternoon when you're tired. Do it first thing when you're fresh. You may even create an element of surprise as the other people involved may not expect you to be so focused first thing in the morning.

Keep picking that top task off the top of your daily list and do that one thing every day, and you will certainly achieve much much more!

Doing one hard thing per day lifts your momentum, confidence level, self-esteem and provides the sheer joy of success.

Take Home Pay

I believe that first thing in the morning is the best time to face the "one hard thing". It creates momentum - motivating you to drive hard at other things that are tough to get done.

I remember many years ago, I had to pull up an employee about poor performance, and I worried about it for days. When I made the decision to go straight into the office and deal with the situation at 9.00am, I found that I was in the right frame of mind. I played that discussion over and over in my mind before I arrived at the office.

I've learned in business that one of the most sort after skills for peak performers is dealing with confrontation. Many new leaders will put it off, blaming everything and everyone but themselves. Once I'd recognised that I wasn't helping myself or the team member by putting off the situation, I was then able to do something about it.

Having the unpleasant task behind me, and by framing the criticism in a very positive way, we were both able to continue with our work. In fact, I really flew through the rest of my Personal Action List.

So what's your "one hard thing" right now?

What are you going to do about it?

The Last Word

I am strong. I am prepared to hurt. I am fresh. I have my life together. I am relaxed and ready to endure this journey. I can and I will. Heather Turland,

Marathon Gold Commonwealth Games 1998,
Gold Beyond Your Dreams

One Hard Thing

One Hard Thing

ACTION PLAN

List 3 hard things you have been putting off and focus on doing the first one immediately.

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4. Triple P time

Set aside some Personal Preparation and Planning (Triple P) time.

The philosophy of this principle is very simple. It asks that you know yourself - know your strengths, understand your areas for improvement and explore what you are really capable of.

Everybody pays lip service to the advantages of Triple P time, the problem is that on a busy day, it's usually the first thing to get crossed off the priority list. Yet the importance of spending time with yourself should never be underestimated.

You can usually tell those in the working environment who use Triple P time and those who don't. Triple P time gives people focus and enables the peak performer a template or blueprint as to how the day may pan out.

Those who don't adopt the Triple P time regime float along each day and are the first ones who are frustrated because they are living someone else's priorities.

Triple P time is the first step for those who want to move from the victims in life to the peak performers who understand they always have choice.

If you can't take time to stop and figure out whether you are on a treadmill or not - you are on a treadmill.

Personal preparation and planning time is all about clearing your mind so you can take time to contemplate, and 15 minutes per day is ample time.

You'll need a shut door or a quiet space and your Personal Action List.

You might also need inspirational reading matter to get you started.

Triple P time can happen anywhere at your convenience. It could happen in the privacy of a coffee shop, at the breakfast table, in the car, in the office, at the beginning or last thing in the day.

When the team is all working on a Triple P time formula, the organisation is automatically more focused, and each person clearer on their role in the organisation's success.

In the entrepreneurial organisation, without barriers of bureaucracy, there is one challenge. What happens when everyone wants "project time" at the same time?

This is where negotiation of time and true teamwork comes to the fore. Team members must talk and work out time for each of them to be able to deal with personal projects and also to be able to recognise time required for helping the team.

The secret to getting the most out of Triple P time is to take the "chore" out of it. Hey, you're not in grade school and you're not getting "marked" on your goal list!

Kick back.

Relax.

Take a look at the heavens, and your place in it.

Take Home Pay

- Triple P first thing in the day - After waking up, most people reach for the remote control and watch the TV news - what a depressing way to start the day! The news is always negative.

Make a decision and begin your day positively instead. Begin with contemplation time. Some people pray, others say affirmations. It's up to you.

I know someone who starts every day by reading a poem and someone else who takes a thought from Norman Vincent Peale's book of Daily Readings.

Take a little time to meditate and your "thought for the day" will position your goals in the context of your values for the day.

And after having centred yourself, your real goals will spring into life, because you will have re-energised yourself with a reading of your own choosing. Check your Personal Action List in the light of your contemplation.

- Triple P before leaving the office - Personal preparation and planning time before you leave the office gives closure to the day's work because you

can totally clear your desk. It also helps if you are a person who tosses and turns all night thinking about the day tomorrow. When you arrive tomorrow morning, you'll know exactly what you need to achieve for maximum result.

- Triple P as a half time strategy - Why not check back in with your list during the day after a busy morning in meetings or being snowed in by a project that was all-consuming. It's a great way to get realigned by sitting there with your lunch or a cup of coffee and just taking a deep breath to take on the afternoon.

The Last Word

I live by a plan. I set goals. I know where I want to go. And I take action. It's funny, but since I figured out where I'm headed, there's been a lot more time for fun, frolic and spontaneity than there ever was when I was a drifter.

Graeme Alford,
Never Give Up!

5. No means NO

You can learn anything through practice. Learn to say NO.

A great part of success is simply a matter of saying "Yes" and "No" at the right time. That's all it is.

When you undervalue your own time and expertise, it becomes just about possible to say "No". Time-wise "Yes" is often a blank cheque.

What does it mean when someone asks, "Can you help me?" Does it mean that they'd like you to hand them a spanner or do they want you to fix the engine?

Saying "No" nips it all in the bud. Furthermore, that job will still get done even though you said "No". The person will figure it out or, if there is a genuine need, someone else will help.

Saying "No" isn't easy.

"No" sounds as if you are against an idea, which isn't necessarily true. "No" must never become an attitude. Beat that and "No" will become a great time-saver and a constant shield against the dreaded time leaches.

People who have trouble saying "No" believe no other opportunities are coming their way, so they take every opportunity they can get!

I refer to this as living in the land of scarcity rather than living in the land of abundance, where opportunities will continue to come your way if you are absolutely focused on success and creating openings with an open mind.

Remember the old quote by Zig Ziglar (legendary US speaker): "If you want to get what you want in life, help as many people get what they want".

Saying "No" can create even bigger opportunities, by creating space. It means that you must be approached by a bigger and more tempting offer before you will get to "Yes".

Take Home Pay

Easier said than done? I used to think so as well. Because I wanted to get involved in everything, I've found that "No" is one of the hardest words to say.

Perhaps I wasn't a good delegator...

Perhaps I was someone who wanted to have control of every project...

Perhaps I couldn't let go...

And then I did let go. I let go when I was honest enough to admit that I was limiting my business growth by having to oversee everything.

Saying "No", coupled with delegation, has broadened my personal and business horizons through the use of other people's time and energy. They like it too, because they own and control their jobs.

If you are absolutely dedicated to growing the people around you, you must embrace this concept with both hands - it's the only way.

There is enormous power in that "No" word.

Once you accept that you are unlikely to be the best qualified person to do the job, you start to say "No".

And you start to say "No" when it becomes obvious that saying "Yes" to less-than-peak performance tasks is not good use of your time, resources and money

- ***check the paydirt!***

The Last Word

Saying no is a good way of siphoning off all your weaker options.

Phil Ward,
The Small Business Letter

6. *Under Promise*

Under Promise - Over Deliver

Customers are cynical, intelligent and sick of it. In a world full of hype, customers are desperate for something real.

Be real. Under promising and over delivering is a guerrilla marketing method used by companies to undermine the whole playing field.

Virgin Blue is one example. Bendigo Bank another. It's interesting to note in the case of Virgin Blue, you would think that a cut-price carrier would offer average service. And yet this is what makes Virgin Blue so special. Forget the tighter leg room and the no-meals service. Their infectious enthusiasm and cheekiness will get you in. They don't promise any more than no-frills, but they deliver so much more. Returning on a flight recently from Brisbane, children got their faces painted and the cabin supervisors sung us all an Elvis number, complete with actions.

To under promise and over deliver has been a long standing customer service principle, and it really applies to high performers – because high performers understand that once a promise is made, it has to be delivered on.

Once a promise is made, it goes to the core of that person's integrity. By under promising and over delivering, you become known as a person of high integrity – someone who gets things done and makes things happen.

If you over promise and under deliver (in other words, if you say that you can get six sales per week, but you only score four), suddenly the bar has shifted downwards and you are reclassified as a person who can't achieve.

What is interesting to note here is that four sales per week might have been acceptable performance, but because you said six, you have under performed. Had you said "I can achieve three sales this week" and you came back with four, you would be seen as someone who can get things done and as someone who can raise the bar.

The achievement was the same in both examples; the second was real, the first was pie in the sky.

“Average” is a perception. A peak performer wants to always exceed the average. The best way to do it is to consistently under promise and over deliver. It’s a bit of a trick, but an honest one – and people will trust you as a super- achiever straight away.

No one likes to be messed around. Money used to be more important than time. Time is now more important than money. If the customer wants it in 14 days, that means 14 days. That customer has a right to know if it’s 15 days – and the right to complain.

Business is faster, expectations are higher and people remember. The bar gets raised continually from industry to industry (how about Starbucks and Hudsons for instance in the coffee market).

Customers want it faster and the quality can’t suffer. Price is not the core issue; people will pay for quality of product and quality of service. What’s more important is being mindful of the cost of my time.

Take Home Pay

- Quote with meticulous precision. I sometimes let others know that I’ll be ready for the meeting in seven minutes – it sends the precise message. This immediately puts all your promises on a rational basis.
- Set up your systems procedures and team members to make sure that you can deliver as you promise. This may mean turning processes on their head and totally starting again. You’re no the best just because you say you are. You have to prove it.

The Last Word

Failure is not well tolerated.

Dr. John Tickell
A Passion For Living

7. The 80/20 Rule

Work on the 80/20 rule. 80 per cent of our results are created by 20 per cent of our efforts. And 20 per cent of our results are created by the other 80 per cent.

While researching the distribution of wealth in Italy, nineteenth century Italian economist and sociologist Vilfredo Pareto quickly recognised that 80 per cent of the fortunes were held by 20 per cent of the people. The remaining 20 per cent was held by the other 80 per cent of the people. Pareto's Law is known as the 80/20 Principle. In the following five examples, the rubber hits the road:

- 20 per cent of sales calls produce 80 per cent of your sales; the other
- 80 per cent of calls accounts for the remaining 20 per cent of sales.
- 20 per cent of your customers account for 80 per cent of your business.
- 20 per cent of your product lines account for 80 per cent of your sales.
- 80 per cent of your output in the warehouse will come from 20 per cent of your employees.
- 80 per cent of your tasks will produce 20 per cent of your outcomes.

Those who embrace this concept focus on the "vital few" rather than the "trivial many". In doing so, they have streamlined their system, creating improved efficiency.

We all have the same 1,440 minutes per day - how we apportion our time around the big pay-off tasks will determine our ability to get things done.

All the smaller stuff (the other 80 per cent) will look after itself once the big 20 per cent is out of the way. So choose a top 20 percenter everytime - in decision-making, in achieving results, in sales and in managing your time.

In planning a 20 percent day, the peak performer understands there are different types of time to consider:

- **Revenue generation time** - time to make appointments, prospect, network.
- **Project time** - major projects need constant juggling and your ability to apportion an appropriate 20 per cent against this will ensure the project completion.
- **Coaching time** - coaching others in some of your low pay-off tasks is absolutely necessary in gaining leverage of your time. Spend the time here in delegating off some of those 80 per cent tasks.

Take Home Pay

To boost results, focus on the super-productive 20 per cent. So:

- What is your 20 per cent that will make a real difference right now?
- What is the big audacious stuff, the big thing that's going to make a real difference for you right now?
- How about your 80 per cent that makes the minimal difference - are you coaching people in handling this for you?

The Last Word

The significant items in a given group normally constitute a relatively small portion of the total items in the group.

Vilfredo Pareto
(1848-1923)

8. Focus, focus, focus and streamline

Focus and streamline to do things faster.

The biographies of successful people reveal that their subjects did not scatter themselves thinly. They mined deeper into the same vein until they struck paydirt.

Not letting anything get in the path of achieving your goals or a concentrated focus will put a stranglehold on every goal you set yourself.

Focus is behind every success; luck has very little to do with it. The people who were "at the right place at the right time" had mostly followed a trail of "right places" knowing that through perseverance, something would give in their favour.

According to Canadian Peak Performance expert Brian Tracy, peak performers know the value of important things - focus and concentration.

It's all about extreme focus:

- As attention-getting dancers in the audience, (many who subsequently became stars) who persisted in "making the scene" night after night, until they got themselves on stage.
- In his prime, former World Chess Champion, Bobby Fischer, played chess all day, every day.
- And artist Vincent van Gogh did little else but paint. Talk about focus to extreme - he often didn't bother with basic bodily needs, like regular meals and keeping dry.

Focus means putting the phone on voice mail, closing the door and doing nothing but the task at hand. It means eliminating distractions until the job is done.

We will never be able to do a huge number of tasks well in our lives, we have to specialise so we can become brilliant. So understanding where your given talents, passions and experiences are and working this harder and harder makes you a pathmaker in your field.

Streamlining In order for us to keep focusing on the 20 per cent of tasks, we need to get

through the more trivial faster. Here's five ways to get stuff done faster.

- **Speed reading** - the brain is capable of processing 1,000+ words per minute - we would be lucky to peak in normal work at 250.
- **Underline and highlight** - never read any non-fiction book without a pen in your hand. It's amazing when something you read will strike a chord with you.
- **Abbreviate** - save on words, get to the chase.
- **Batching** - can you do more than one thing at a time? Create a number of errands you can complete at one time when you go out. Return or make calls from the car phone on the way to a meeting or appointment.
- **Checklist** - if you are a frequent traveller, you need a checklist for packing. In the office, how about instructions as to how to use the photocopier or laser printer? focus, focus, focus and streamline.

Take Home Pay

- Are you working on the right things?
- Or are you too busy doing things right?
- Where can you streamline?

Keeping a tight focus means narrowing your gaze - there is not enough time in life for everything, I'm afraid. Therefore you must cross a whole lot of big (but not personally rewarding) time consuming goals off your list, and focus on what is relevant to you now.

The Last Word

In business, anything that is not part of your purpose becomes baggage.

Ron Lee,

What Shintaro Taught Me, Zen and the Art of Success

9. Be Pro-active!

Be pro-active. Stay pro-active.

People who are not pro-active will just keep saying,
"We'll catch up sooner or later - ".

Be better than that. Be pro-active. Make it happen!

A pro-active person needs great foundations on which to build a sense of self-belief. This can only be done by working through your goals, and being honest about them. First, consider your values, then your primary wants.

List your values. Use them to build a series of goal platforms. At the top is your over-riding goal, and under it, the stages you must attain in order to meet that need.

Building on the above foundations, a proactive person seeks a constant stream of positive input. This may include newsletters, magazines and intellectual input, workplace and customer feedback. Or just good vibes from people who believe it "can be done" because together you all have the talent to see it through.

A pro-active state of mind is the norm in all successful businesses. This spills into a "can do" attitude as well as the spoils of victory.

It appears at times that we can't always be pro-active, we can't always initiate things, and sometimes a problem is beyond your control. Under these circumstances even a pro-active person has to concentrate on what they can control.

Don't let this sap your self confidence. It has nothing to do with you. Why worry about the things you can't control? You are being punished for things you did not cause.

I remember a number of years ago leaving one of my suppliers in Seoul, Korea to return to Melbourne. It was December 23 - I remember because it was my last opportunity to arrive back in Australia before Christmas.

I was being driven to the airport by my supplier, it was around 6.00pm for a 9.30pm departure. I had caught this flight many times before and I had allowed ample time, or so I thought.

When we began our journey we were confronted with a snow storm which, being an Aussie, I have never been exposed to before. The cars became gridlocked; I remember shortly after beginning our journey, looking at my watch and realising that we had only moved about 70 metres in over half an hour.

After spending six of the previous eight weeks flying back and forth to Seoul, I was already tired and irritable. Naturally, a number of things go through someone's mind in these circumstances.

We tried ducking in and out of the traffic, honking our horn to be allowed in. I even considered running to the nearest train station in knee-high snow, 500m or so away, with all my bags.

It's amazing what goes through your head when you want something bad enough!

Becoming increasingly fractious was clearly pointless, I had two choices: I could either sit there getting stressed in the car, or I could put my energies into thinking about my Plan B - what I would do if I had to remain an extra day or two, whom I would need to phone and which hotel could I stay at?

I accepted the situation and made the most of the challenge in front of me. There was really nothing else I could do. I arrived at Seoul Airport a lot less tense having accepted that fact.

When I got to the airport, many others had also been stuck in the same snow storm, and our plane was tactfully delayed three hours. So why stress?

Take Home Pay

Can control / can't control.

When you are next thinking of a solution to a problem, make a list. Draw a line down the middle of a page; in the left hand column list things you can control and in the right hand column, list things you can't control.

Be pro-active with the things you can control - that's where you get the most power. Be pro-active. Where is your "hidden time" in your day - the time that you could use more effectively? I.e. phone calls, reading journals, etc at gate lounges, or writing thank you cards in the lobby areas of companies waiting for a meeting to begin.

How about commuting time on the train or the half hour it takes to get to work in the car. How can you use this time more effectively?

The Last Word

Nothing will succeed if you're feeling insecure or negative.

Di Williams,
The Women's Club - The Fernwood Fitness Story

Be Pro-active!



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coaching | workshops | learning products

Brad Tonini has had over 12 years experience running his own businesses - **NGT Executive Diaries** is one of Australia's leading Diary / Organiser companies whilst **Tonini Business Coaches** runs workshops on Time Management and Entrepreneurship. Brad also writes monthly newsletters and delivers many keynote presentations at conferences each year on business building strategies.

Brad is the publisher of the highly practical and successful newsletter "**Time Management**" and has written two books "**Time for Life**" and "**Make it Happen NOW!**".

Tonini Business Coaches has numerous businesses coaching clients who work with Brad to achieve their personal goals and the goals of their organisation.

There are three levels of coaching available to small and medium sized business:

- **Platinum Coaching Program**
- **Gold Coaching Program**
- **Silver Coaching Program**

Depending on your preferred investment level and outcomes you are striving for, we can tailor-make our coaching to your needs.

Coaching packages can consist of face to face visits as well as telephone consultations to fax, email and phone support month to month.

In each individual coaching session a number of outcomes will be achieved:

- A review of previous actions from the last coaching session.
- An overview of the current business situation.
- Strategic decisions that need to be under-taken.
- Brainstorming for a range of solutions
- New actions developed for next month's coaching.

A number of areas can be covered in the monthly coaching program:

- A Strategic Game Plan for the business.
- A Business Success Audit.
- Cash flows, budgeting and projections.
- Marketing the Business
- Developing a C.R.M. (Customer Relationship Management System).
- Personal and Team issues
- Entrepreneur Leadership issues
- Customer or Supplier issues

What Clients Say About Brad:

"On behalf of the Australian Institute of Management and the City of Manningham, I would like to take this opportunity to express our thanks. The feedback has been excellent, and the evaluation forms are indicative of how well you presented the evening"

Judy Brook - Corporate Membership
Australian Institute of Management

"Just a short note to thank you for the terrific job you did for Corporate Express this year. The feedback from the twelve branches you visited has been very positive."

As a result of your animated and enjoyable training sessions I am sure we will get even more people volunteering for your sessions in the future.

Sentoria Blackwood - National Training Manager
Corporate Express

".....As the workshops were held in November and December, the staff were able to start the New Year in a more effective and productive manner."

The Workshops were of great benefit and thoroughly enjoyed by all those who attended"

Jennifer Claudet - Bondor - Sales Support/Administration
James Hardie Building Systems

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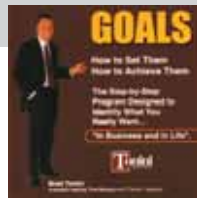
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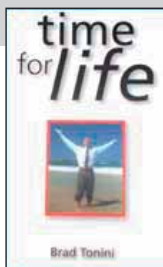
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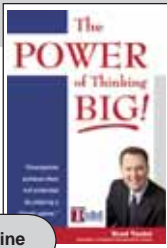
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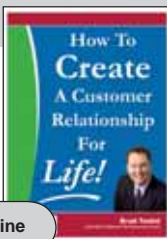
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