



Question:

What are the two most valuable assets in your business?

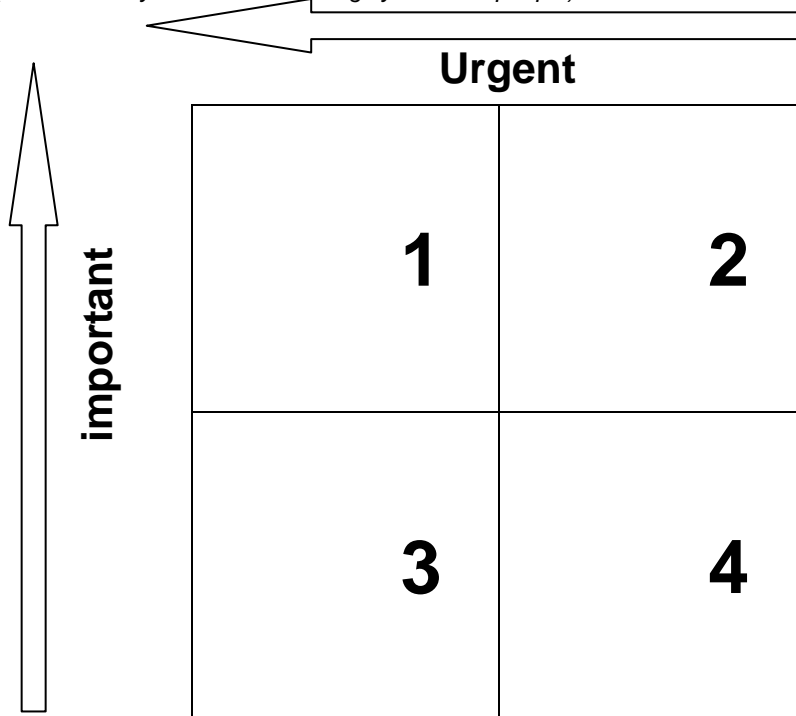
Answer:

- 1) Your time
- 2) Your brain cells...

Everything else you can buy, rent or hire more off...

## The 4 Quadrants

(Steven Covey: *The 7 habits of highly effective people*)



## How do you use your time?

- What Quadrant is this thing in?
- Does this thing "have to be" done now?
- If not by me, who else can this thing be done by?
- What would happen if I say "NO" to this thing?
- If I say "Yes", what will not get done?
- Is doing this thing really the "best use" of my time?
- What would be a better use of my time?