

## GMCP Ep. 067 - Unlocking Your Potential with Time Blocking

[INTRO MUSIC]

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

**BEN:** Welcome to another episode of the [Grow My Clinic](#) podcast. My name is Ben Lynch and today, we're talking about how you can be more effective with your time. So, we know the story. There's just never enough time to get all of the things that need to be done, to be done. It's the same story across the board, right? We can't create more time, so we've got to use it better.

The challenge is, how do we get that structure? How do we get that structure in our diary? The challenge that I see here, for most clinic owners is this: during a week, you're able to deal with 27, 37, or 58 different problems or challenges. And they come in the form of clients or patients. Not the patients themselves, but rather they come with an issue with their health that they're looking to be resolved with your help and guidance.

Now, imagine this. Imagine if all of those people, all 38 of them, rolled into your clinic, 9:00am on Monday. What!? You couldn't do that! That would need a lot of caffeine to get through that day. You don't do that. You don't operate like that, do you? You have appointments.

You have a diary, a schedule of appointments throughout your week, so you can tell each person with their respective problem or challenge to come in at that time, because you've allotted certain amount of time to see you, assess you, provide intervention for you and help you get better or resolve your problem.

Yet when it comes to working on your business where there might be 38 problems, do you have an appointment schedule with yourself? Quite rarely. Quite rarely do we see that. You might have some sort of allocation of a couple of hours. But you get to those couple of hours and you go, "Alright, let's see. I've got 38 challenges, problems, or tasks to do. Where do I start?"

And you often do the low-level tasks or get taken away by something else that's pressing. Something that pops up, it's a spot [inaudible] that you are going to take care of. And you don't really protect that time or use that time very effectively.

You see, I know some clinic owners have an entire week. They don't consult at all. They've got the entire week to work on their business. And they don't do much at all. And then, I met some people who have got four hours, and they absolutely just go hammer and tongs. They're very structured, very outcome-driven and they get a hell of a lot done working on their business.

The key is that they've got an appointment structure much like you do for your patients. They have it with working on their business, and they're hell a lot more effective. Makes sense, doesn't it?

So the challenge for you is: number one, how could you increase your capacity to work on your business? And number two, how could you get more out of that time by being more structured, just like you have appointments? Perhaps, you have appointments like, "Okay, for this block of sixteen minutes, I'm going to work on client experience stuff. So the next block of sixteen minutes, I'm going to work on the marketing side of things. And blah, blah, blah, it continues on.

You can set whatever structure it is. But then, it needs to be some clear boundaries, structures and frameworks really for where does your focus go during that time? Because then, you'll be able to achieve more.

With our episode with Andrew Roberts, great business coach and mentor, he said one hour of inspired time is greater than six hours of uninspired time. Or in inspired or focused time, you can do a hell of a lot more.

So let's start with number one, increasing your capacity. We often do this with clinic owners is, "Let's actually look at your clinical diary if you're still consulting, how utilized you are." Because sometimes, people are like, "I work sixty hours a week," and then we find out they're only consulting for forty. That's an extra twenty hours of miscellaneous time that you could be working on your business.

Imagine if we just structured that a little bit better and got that time in your diary. All of a sudden you could go from, "Hey, I am working sixty hours a week consulting and got no time, no time to work on my business," to saying, "Oh actually, I am only utilizing forty or forty-five, or fifty of those hours."

I actually have an entire day, eight hours or something in my week, but because there is no structure to me accessing that eight hours, I can't use it effectively. So

that would be the first one. Let's take stop. Let's actually audit what you're currently doing, currently working, consulting-wise.

Let's look at utilization compared to those total hours that you are available, and if and were there's a discrepancy, which most likely there is, let's find a way to time block that and cut it out of the diary, and go, "Well, I am only consulting fifty-two hours out of the supposed sixty. How could I protect that? Let's block that off."

And then, in the other side of things, how can we be more structured with that time? Well then, let's look at—let's get specific outcomes and focuses for that allotted time. We can work with on different areas of the business and actually move the needle on some of the higher-value stuff. Turn off notifications. You've heard that before. Get structured. Don't answer calls or emails. Just do work on the business.

Creating systems, creating content, working with your team, developing your team—do it, the high-value stuff! That's what I challenge you to do. Remember, as always, to action a fraction. Implement what you have learned today. Audit your diary. See what hours do exist and better structure those hours. Make an appointment with yourself and structure it like you do for patients. And you will get more done.

We will see you on another episode of the Grow My Clinic podcast.

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

[OUTRO MUSIC]