

Research Assessment #9

Date: March 9, 2018

Subject: How execs like Elon Musk and Richard Branson get more done in 24 hours than the rest of us

MLA Citation:

MacKay, Jory. "How Execs like Elon Musk and Richard Branson Get More Done in 24 Hours than the Rest of Us." *Business Insider*, Business Insider, 21 Nov. 2017, www.businessinsider.com/how-exec-s-get-more-done-in-24-hours-than-the-rest-of-us-2017-11?utm_content=bufferf55c3&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer-bi.

Assessment:

The main focus of the article from Jory MacKay is to highlight the aspect of the importance of time management. This article is unique as it does not focus on procrastination which is what comes to most people's minds when they think about putting their time to better use. Instead, it focuses on how limited time actually makes people more productive as a whole.

The world's top Chief Executive Officers know how important managing their time is in order to reach success. For example, Elon Musk divides his day into five-minute chunks in order to prioritize and force himself to be productive. Richard Branson also limits his meetings to ten minutes or less because there is no reasons for meetings to run longer. Learning from the most successful people in the world is what will be of great assistance in helping me reach my goals. I need to start portioning my time into smaller segments and focusing on what I can actually accomplish. Instead of having my tasks seem like a to-do-list, I must work from a strict schedule that outlines all the things I must have completed in the day. Furthermore, limiting my meetings to a strict time limit will help others get straight to the point and for each person in the workplace to have more time to complete their work.

For the long term, I must master time management. It means life or death for my future company and the CEO is the one who must be the face of the company. Serving as a role model to others, I must make sure to have all my flaws in check and to be the representation of how the company should run. A company is just as good as its owner and this must be kept in mind to make sure that every action or step I take is for future improvement.

Another important idea to consider is that the first two hours of the morning are the times where the brain is functioning on the highest level. Wasting that time on unimportant things such as social media is the worst way to use my time as it is the most valuable at that point. For the past few months, I have been on a schedule of waking up at 6:00 am every single morning and that is the time where I am researching and expanding my knowledge. Finishing my school work

the night before leaves me the time in the morning to focus on my future and the aspects of my life that will be most impactful for the long-term.

Having less time forces individuals into periods of heightened productivity. Throughout all of high school, I have struggled with procrastination. However, for senior year ironically, there has been a complete shift and my proactivity has increased. Assignments have been completed well in advance to leave me more time to pursue what I love to do, whether it be sports, work, or interactions with friends. In all, I must manage my time in a way that will make me more productive as a whole. There are many ways to go about this but it should be catered to myself and how it will propel my future.