



Chris Dunn Consulting

4 Time Management Laws and 1 Myth



Introduction

Sometimes, it seems that there is never enough time in the day. We all have the same 24 hours, but somehow some people manage to achieve so much more with their time than others.

Many of us want to get better results from the time invested in our work-related activities. Time management has therefore become a top priority.

There are countless books, articles and self-help guides on organising and planning how to divide your time between specific activities. The goal is to become more effective. Work smarter, not harder is the mantra.

On top of this, there are also many time-saving tricks and tips touted everywhere on social media. Of course, automation, delegation or even elimination can help you get more done in less time. Clearly, efficiency is always worth striving for.

In the final analysis, time is the ultimate leveller. So, it pays to use yours wisely.

This short guide does not set out to advise you specifically how to manage your time. It simply reminds you of 4 laws of time management to keep in mind as you plan and execute your work as well as 1 common myth that actually robs you of time and may even cause you to make mistakes.

1. Parkinson's Law

"Work expands to fill the time available for its completion"

Set time limits and stick to them

2. Murphy's Law

"Anything that can go wrong, will go wrong"

Build in a buffer for unexpected events

Page 1 of 2

Chris Dunn Consulting Services Limited

Tel: +44(0)1487 843599 Mob: +44(0)7927 638711

Email: enquiries@chrisdunnconsulting.co.uk Website: www.chrisdunnconsulting.co.uk

© Chris Dunn Consulting Services Limited. All Rights Reserved



Chris Dunn Consulting

3. Illich's Law

"Working beyond a certain time, reduces productivity"

Take regular breaks and no when to stop for the day

4. Pareto's Law

"80% of our results come from 20% of our work"

Prioritise by doing the most important work first

Beware the Multitasking Myth

Contrary to received wisdom, multitasking does not help us either to be more efficient or more effective. In fact, some researchers suggest that "switching losses" while carrying out multiple tasks at the same time can actually reduce productivity by as much as 40%. So, it pays to:

"Focus on one task at a time without interruption to complete work more quickly and with fewer mistakes"

For more help on productivity please see our article on [how to strike the right balance between effectiveness and efficiency](#)



About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.



Page 2 of 2

Chris Dunn Consulting Services Limited

Tel: +44(0)1487 843599 Mob: +44(0)7927 638711

Email: enquiries@chrisdunnconsulting.co.uk Website: www.chrisdunnconsulting.co.uk

© Chris Dunn Consulting Services Limited. All Rights Reserved