

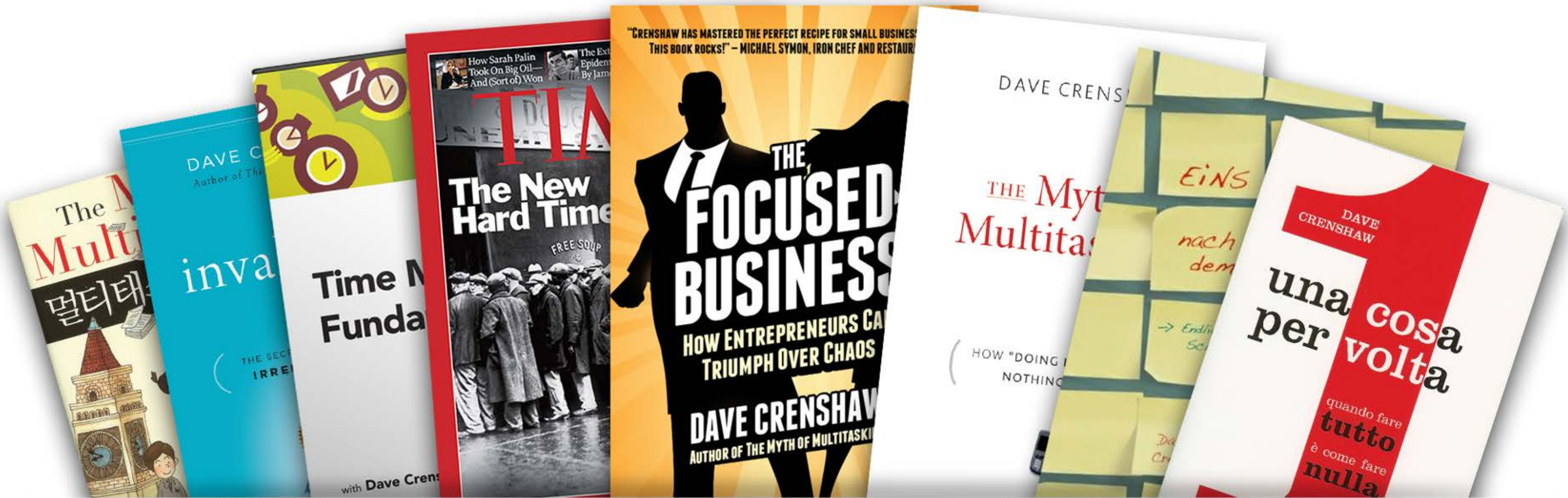
The Myth of Multitasking



Dave Crenshaw
Business Coach and Author of
The Focused Business: How
Entrepreneurs Can Triumph Over Chaos



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



TIME

Forbes

SiriusXMTM
SATELLITE RADIO

BBC

Taking Notes vs. Taking Action

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

If you had an extra 40 hours
per month, what would
YOU do with the time?

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



CONTENTS

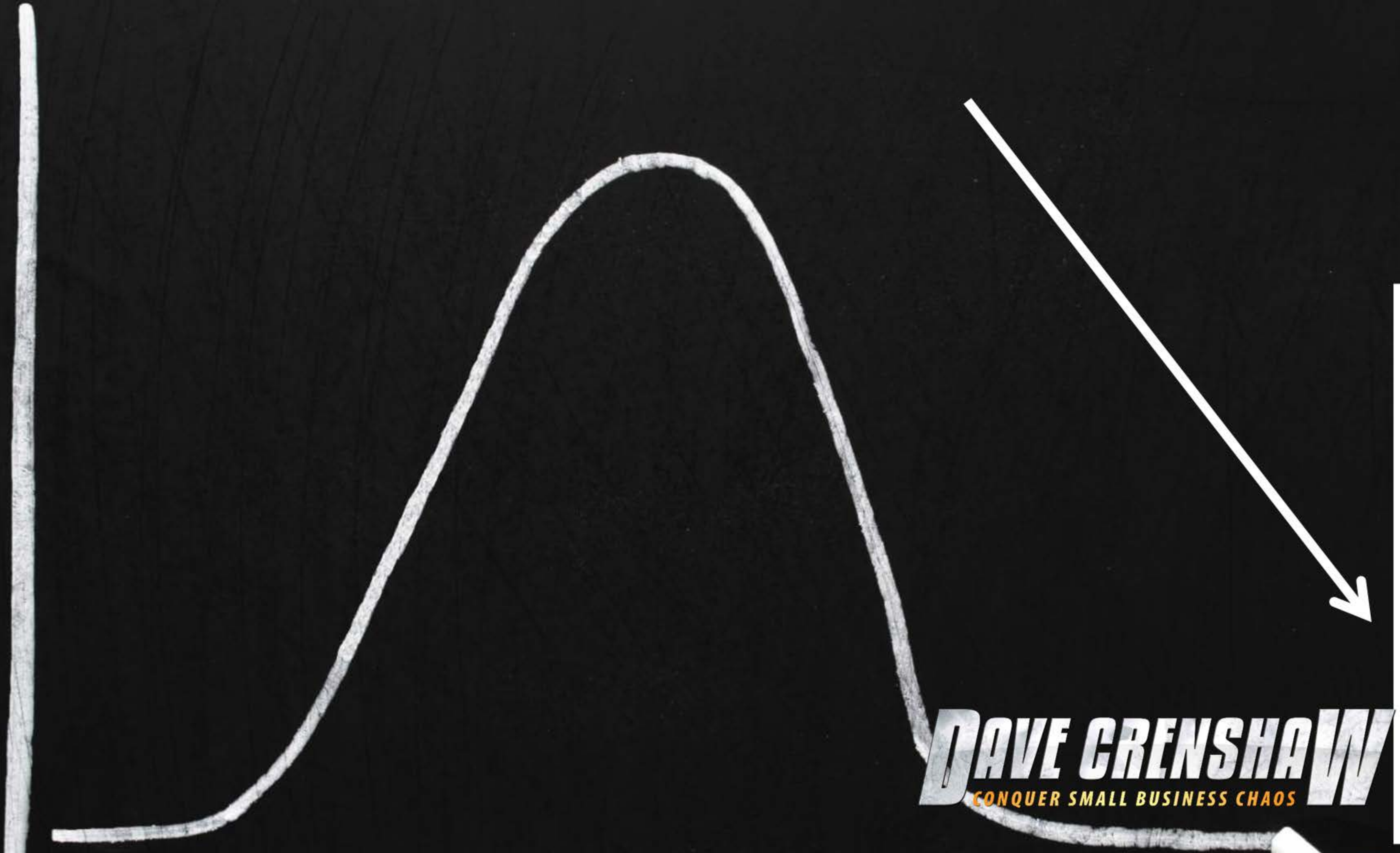
DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



28%

(Source: Basex Research)

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



28%

TRUTH #1:

How much are you worth per hour?

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



28%

TRUTH #2:

How many hours per week do you work?

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

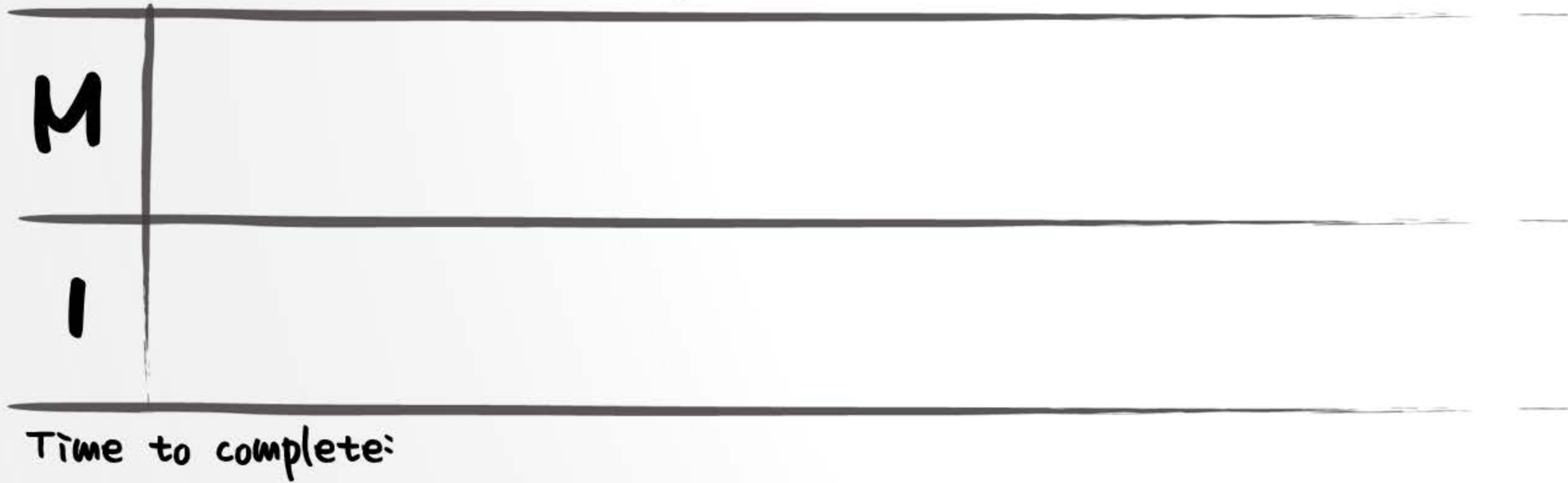


28%

Hrs/ week	AWTL	\$25/hr	\$50/hr	\$100/hr	\$150/hr
40 hours	11.2 AWTL	-\$280/wk	-\$560/wk	-\$1120/wk	-\$1680/wk
50 hours	14 AWTL	-\$350/wk	-\$700/wk	-\$1400/wk	-\$2100/wk
60 hours	16.8 AWTL	-\$420/wk	-\$840/wk	-\$1680/wk	-\$2520/wk

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

Multitasking is worse than a lie



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

"Multitasking is Worse Than a Lie."

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

Multitasking is worse than a lie

M

I

Time to complete:

M

I

Time to complete:

M Multitasking is worse than a Lie

I 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

Time to complete:

M

I

Time to complete:

M	
I	

Time to complete:

M	M
I	I

Time to complete:

M	
I	1
	Time to complete:

M	Time
I	
	Time to complete:

M

I

Time to complete:

2

M

Quality

I

Time to complete:

M

I

Time to complete:

3

M

I

Time to complete:

Stress

M

I

Time to complete:

1

2

3

M

Time

Quality

Stress

I

Time to complete:

What about...

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

When someone says they are
“good at multitasking” they are
really saying...

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

**PERSONAL
SYSTEMS**



**BUSINESS
SYSTEMS**

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: TIME BUDGET



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

Will Return



www.advantus.com

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

OFFICE

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

Now

vs.

When

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: 1:1 HUDDLES



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: 1:1 HUDDLES

Now



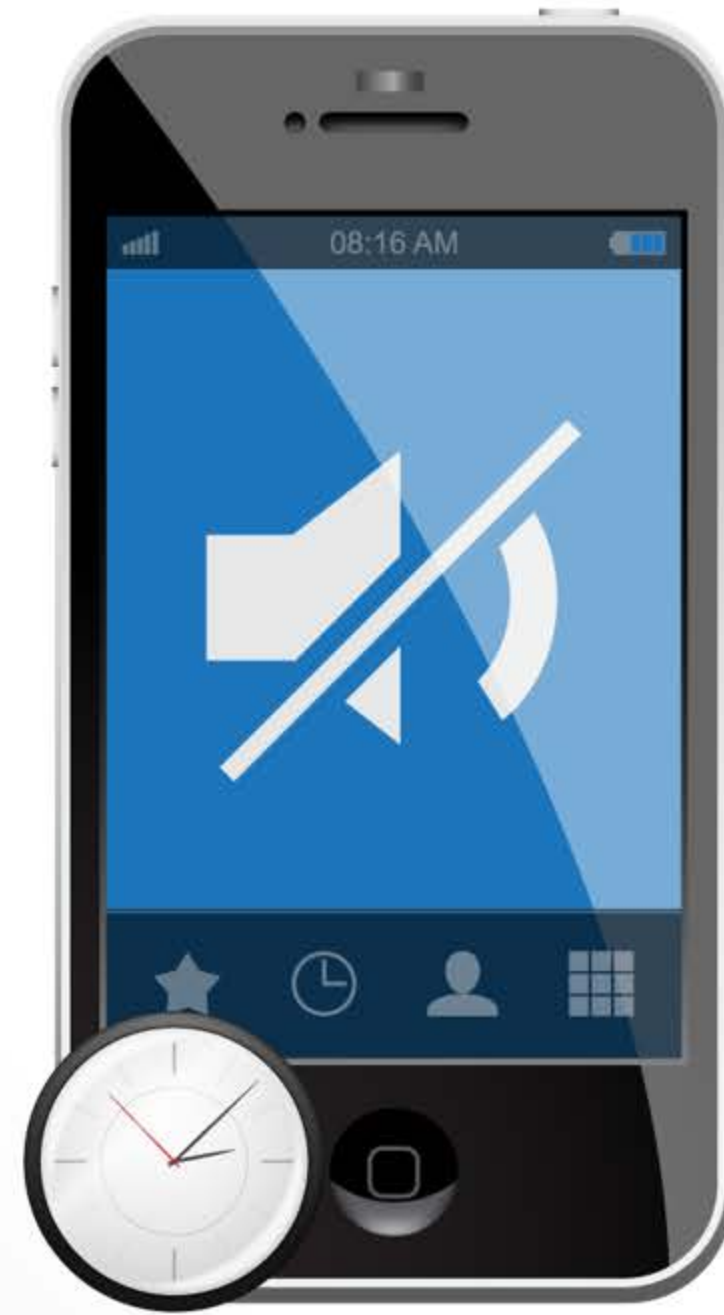
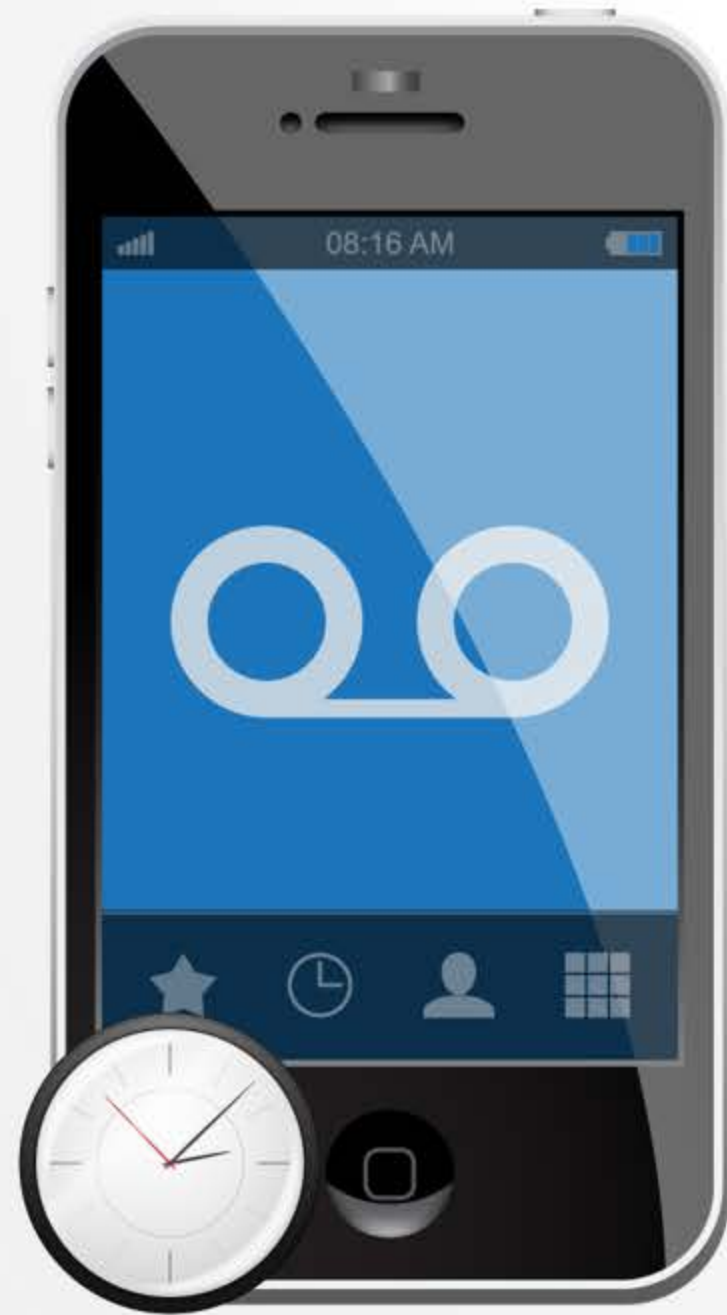
When

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



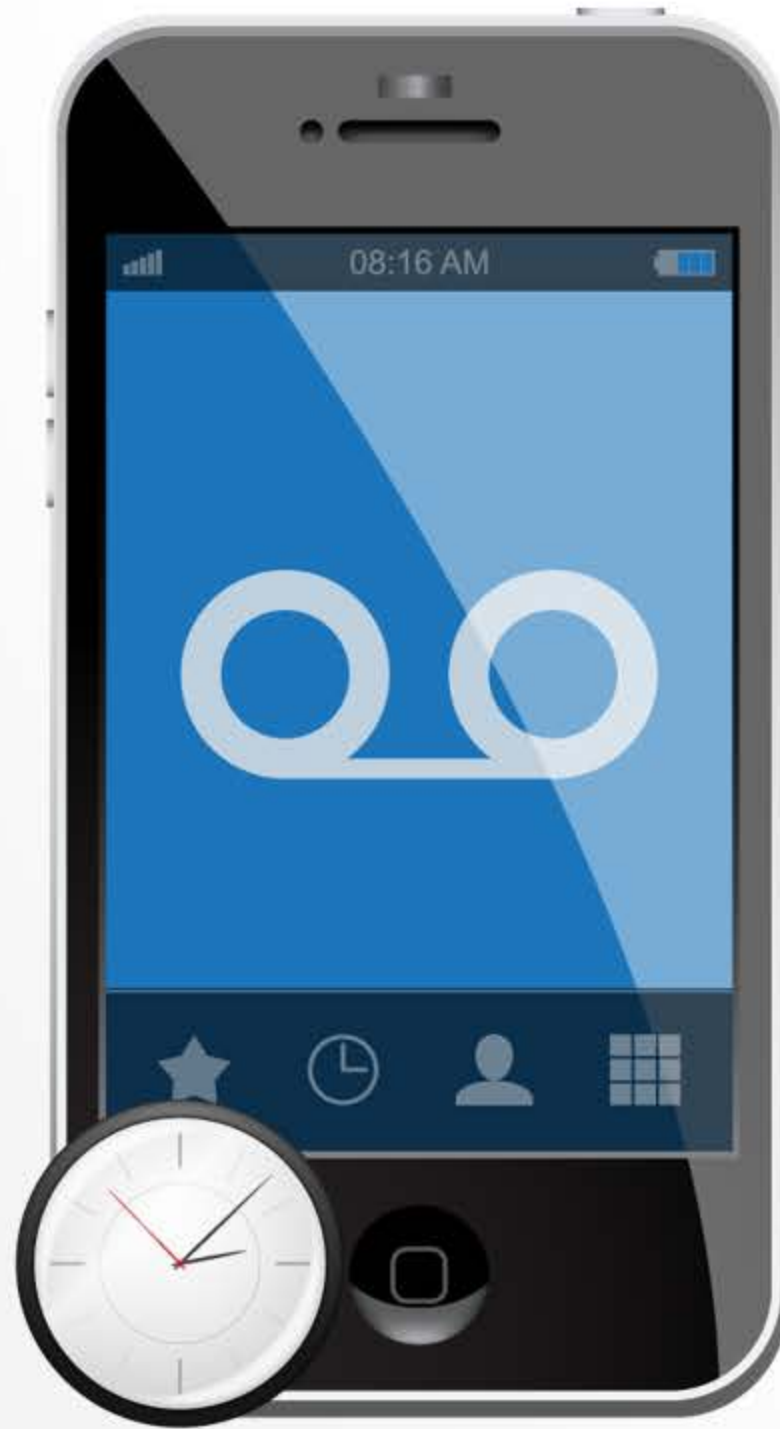
DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTERS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

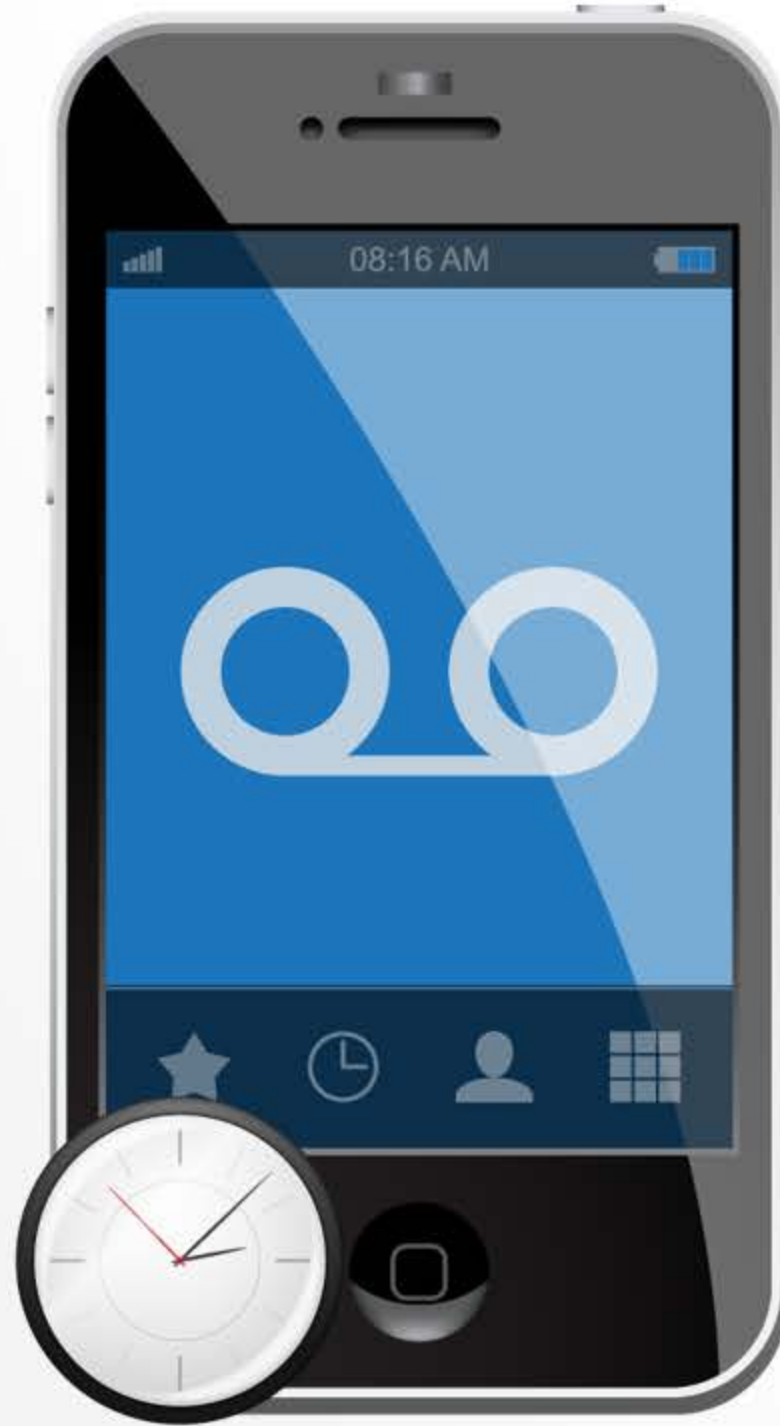
SWITCHBUSTER: VOICEMAIL EXPECTATIONS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: VOICEMAIL EXPECTATIONS

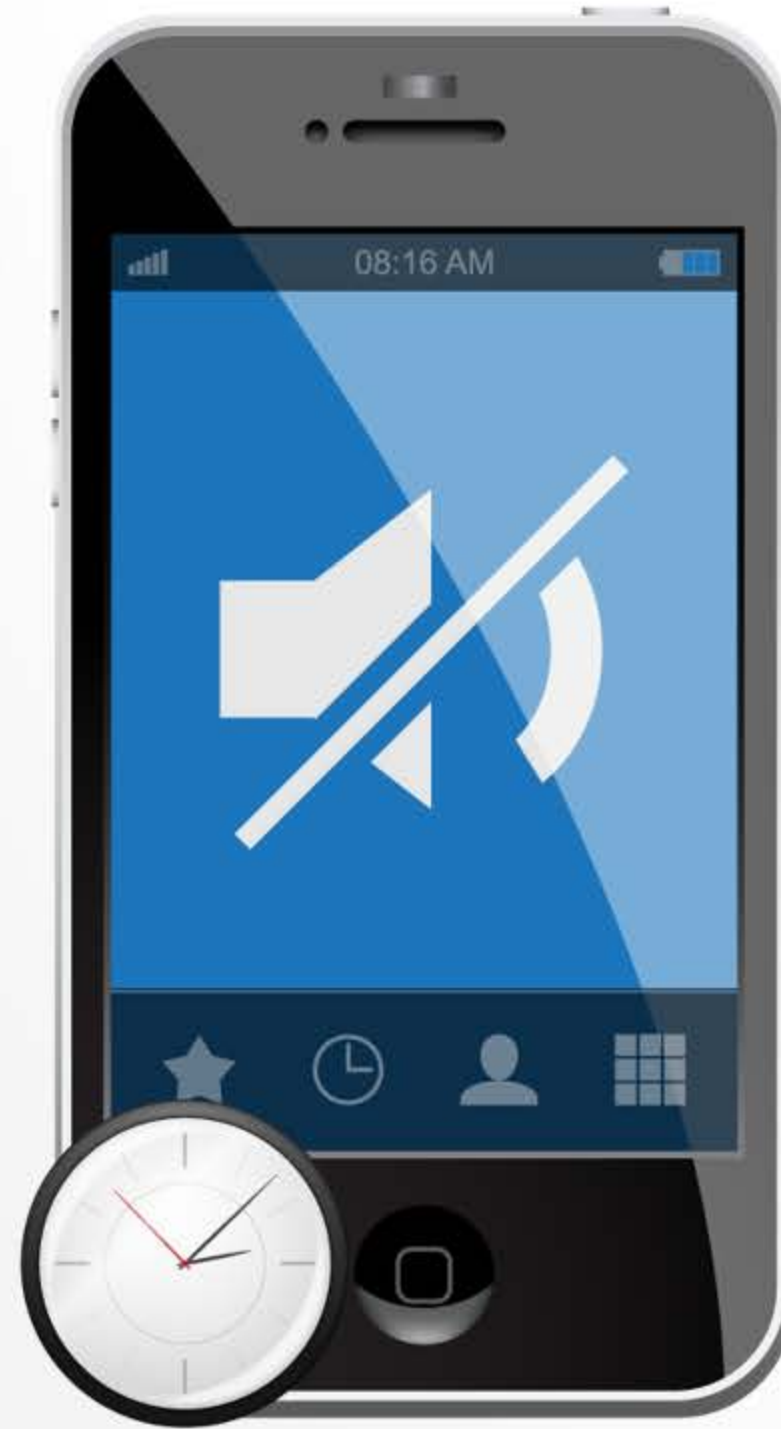
Now



When

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

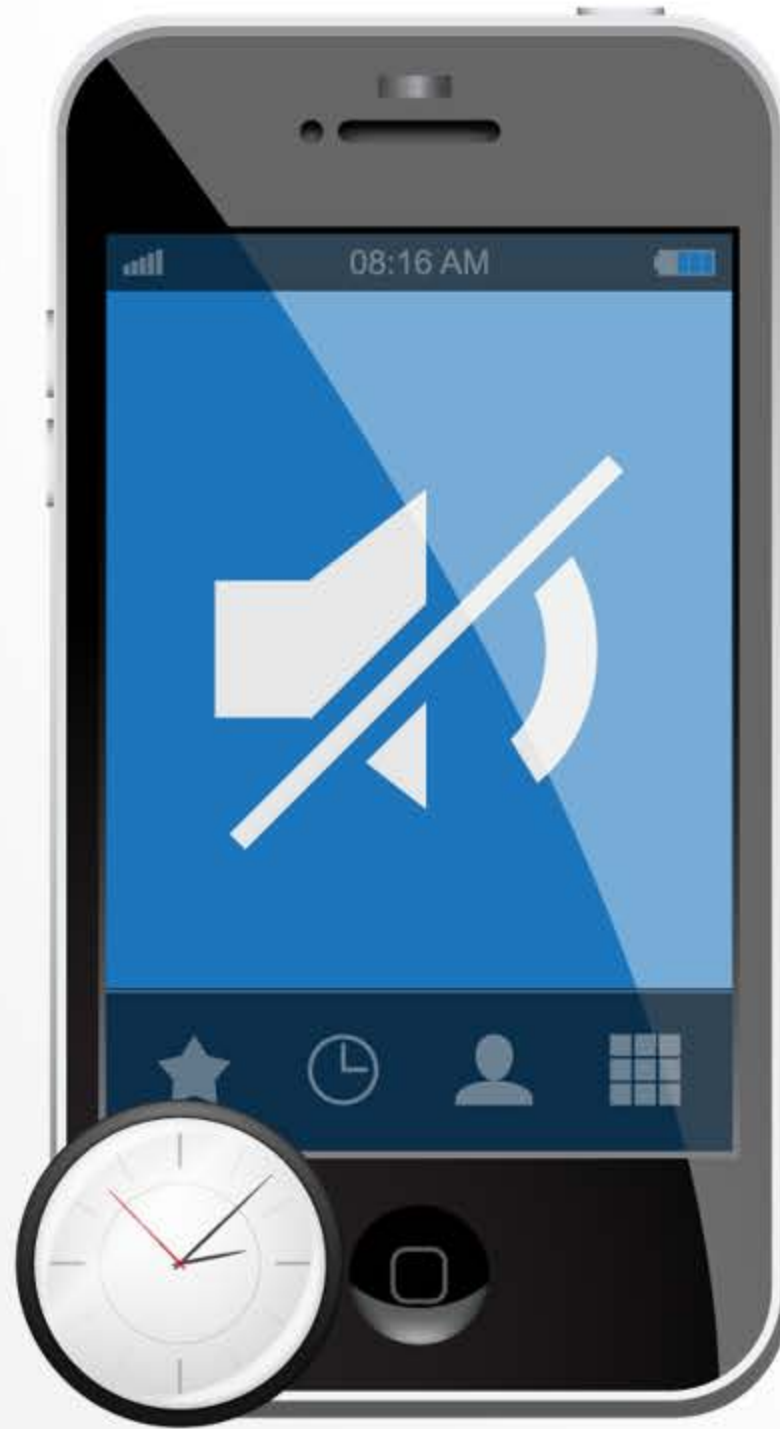
SWITCHBUSTER: SILENCE TECHNOLOGY



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: SILENCE TECHNOLOGY

Now



When

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



01361

CUPS AND BOTTLES

RECYCLE

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: A CLEAN MIND



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

SWITCHBUSTER: FOCUS ON THE PERSON



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

What is **ONE** thing...?

DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

LET'S STAY CONNECTED!

Visit [DaveCrenshaw.com/connect](https://davecrenshaw.com/connect)



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS

Questions?



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



DAVE CRENSHAW
CONQUER SMALL BUSINESS CHAOS



ASPPA

Making Retirement Plans Work

Part of the American Retirement Association