

# The Power of Time Compression

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Hey everybody! It's Siimon Reynolds from The Fortune Institute and today I want to talk about a really effective technique for massively increasing how much you get done in your business life, and I call it Time Compression.

And the technique works like this: what I do is for the vast majority of task that I do (maybe 80% of the tasks that I do at work) I use the timer, just my phone, and I set a timeframe.

So, I don't just do emails, I say "Okay I'm gonna do ten minutes of emails" and set the timer. Or if I've got to write a report I don't just say "I'm gonna write a report", I'm gonna say "I'm going to spend 70 minutes writing the report" and I use the timer. And this very, very simple technique has an incredible amount of advantages.

1. The first one is that you're forced to allocate how much time something should take and a lot of people don't work like that... they just kind of semi-consciously work. But when you allocate a specific time you need to think it through so you become organised just by doing that. You run short of time much less because you've thought through how much something takes.
2. Second of all, by adding a time limit you do things faster. In fact, one thing I like to do is I make it a little shorter than I think I should have on the task. So if I think something should take 60 minutes, I try to do it in 50 minutes and I compress the time. So I work a bit faster because when push comes to shove, you and I know that usually we pull it off. So I'm doing that all the time. I'm being clear about how much time something takes and I'm pushing myself so I get it done in that time.
3. The other advantage of time compression, which is quite extraordinary really, is that you feel better all the way through the day. Often as an entrepreneur you can float around a bit because there's so many tasks that you could do. But when you do things by the timer you get stuff done. You feel good, you feel organised, you feel in control and of course you are seeing a lot more results.

Time compression: very unusual technique, but extremely effective. I hope it helps you.