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**Why Time Management Seminars Don't Work – and What Does**

**By Susan Dunn**

**Why Time Management Seminars Don't Work – and What Does by Susan Dunn, Personal  
and Professional Development Coach**

They're based on two assumptions that no longer work. The first is that you don't know how to manage your time.

Let's say you're asked to attend a Time Management seminar at work. You'll be given a method that's designed to apply to as many people as possible, so it may have little to do with your type of job. Some jobs are routine, and we do the same thing every day. Other jobs feature constant variety

Coaching is the better method, because it's individualized, and if it's a good coach, they'll be asking you lots of questions.

I would ask you things like this:

1. When DO you manage your time well.
2. When you are in charge of the project, how do you manage your time?
3. If you had 8 hours of uninterrupted time - no phone, no meetings, no knocks on the door - how do you think you would manage your time?
4. When you are planning a vacation you've waited for all year, how good are you at managing your time and being organized?
5. How would you tell someone else to manage their time?

Barring such things as ADHD, you'd probably discover that you know how to manage your time under certain circumstances, so it's fallacy that you don't know how to manage your time, and a group seminar is particularly unuseful to you because it will never bring this point to the surface. Nor will it tell you how to apply the strengths you have to the situations where your time becomes "unmanageable." Bear in mind that your time becomes unmanageable not because of lack of skills on your part, which brings us to the second fallacy.

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The second fallacy is that you can be taught to manage your time because it's rests on the false assumption that your time can be managed. You can only manage yourself in reference to your time.

In today's world where change, communication and information are accelerated, and responsibilities are exponential, there is no one "way" to manage time.

The skills you will need to rely on are Emotional Intelligence competencies, and they will cure the problem, not treat the symptom.

Emotional Intelligence covers such competencies as flexibility, creativity, intuition and resilience. This means that what you are building is not "time management skills", but the ability to function amidst chaos, inadequate data, imperfect human beings, uncertainty and pressure.

We are as much trapped by technology and people as we are assisted by them. On a good day, your computer, cell phone, airline, team plan, and project team will make things run more smoothly than in the past, and you will accomplish your goals for the day.

But on a bad day, your calendar will be of no use if your server goes down, and neither will your email. Even though you keep a meticulous day planner, you'll have to rearrange your schedule if your cell phone battery goes dead in the middle of a client call. If your airplane is late arriving, it won't matter how many people you called to the meeting, or how carefully you planned the details. And if Harry has to have emergency surgery and be out of work for two weeks, he won't be fulfilling his part of the project, even if he's prepared, knows how to do it and highly motivated and you are left to cope.

What will help you in these situations is:

- Resilience - being able to bounce when confronted with obstacles;
- Flexibility - being able to relax when things change, so you can continue to think and function at top speed;
- Creativity - so you can come up with a Plan B; and
- Intuition - which can give you the an early-alert system to warn you when things are starting to fall apart, and how best to get them back together again.

When you have these competencies developed, your personal power increases greatly. You will no longer panic (anger or fear) when things go wrong, or change. You will be able to move past blame, and start fixing the situation. And with highly developed Emotional Intelligence competencies, you will be able to access much more help from those around you because of your empathy, communication and interpersonal skills.

We can no more control time than we can control emotions. The best we can hope to do is manage our emotions and those of others, and manage ourselves and others when our well-laid plans go astray. This is Emotional Intelligence.

Next time you think about a Time Management Seminar, think about an Emotional Intelligence Seminar or Emotional Intelligence coaching instead. And ask your manager or employer for this learning tool. It will get to the root of the problem, and since it's broadly applicable, it will help with a lot

more than just time management.

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## **The Benefits of Using Seminars and Small Business Management Courses to Build Your**

### **Accounting, Consulting or Tax Practice**

#### **By Kirk Ward**

There are many benefits of using seminars and small business management courses to help build your accounting, consulting or tax practice. The primary reason is to build a reputation within your market – capital that you can profit from on an ongoing basis.

By providing seminars or small business management courses, you build your credibility and increase your exposure in the community. You also increase your profitability. You can capitalize on your knowledge and expertise in your field by making it publicly available.

While you may not consider yourself as a speaker or a writer, but there are plenty of ways to build your own skills so that you, too, can provide this valuable service to your customers and clients.

Your clients come to you seeking your guidance and knowledge about accounting, consulting or taxes, but there is so much more to it than what you do for them. It's what they can do for themselves to help their business that they may not realize they are missing out on.

This is where you come in. By offering a seminar or small business management course, providing them with the ins and outs of business and helping them to see ways they can implement your ideas and knowledge into their own strategies will build your reputation, and your client list.

There are vendors out there who can help you capitalize on your knowledge and expertise. They can provide you with materials to help get you started, help you market your seminar or course, and find ways that you can corner a specialized market that needs addressing.

You can find organizations like Toastmasters International (

) where you

can build your speaking skills, or services like The Instant Practice Builder (

) who will provide pre-written scripts for seminars and small business

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management courses free to members.

Your small investment finding help to market, create and advertise your seminar or small business management course will prove to be a fruitful investment once your clientele start pouring in to sign up for your seminar or course.

You need not go it alone. Help is out there. Finding it isn't as difficult as you think it may be. There are specialists for this category much like you are a specialist in your category. We can't all be good at everything, now can we?

The basics you need for your seminar and small business management courses are scheduling and location, marketing and advertising and creating, producing and presenting your course or seminar.

Your expert knowledge on accounting, consulting or taxes will be the basis for your course or seminar. Have faith in what you do and what you know and others will have faith in you. There may be some material that you require to help get you started, or to build off of. There are vendors out there who can provide you with material.

Producing and creating a seminar or small business course is a technique that does require some skill. There, again, are vendors and experts out there who can help you get your course or seminar off the ground. They can also provide you with different avenues to offer your course, such as a course at your local community college, an online course, or a teleseminar.

Advertising and marketing are one of the primary targets of your seminar. Once you have created a seminar or small business management course and have the tools in place to present your seminar or course, you have to have students and an audience who are willing to pay to hear what you have to say and want to learn what you are teaching.

Marketing and advertising strategists are available to help you target your market and get you started if you are finding you don't have the clients, audience or students that make your seminar or course a profitable venture.

Kirk Ward provides free marketing resources for accountants, consultants and tax professionals at

.

Or, you can visit

and Kirk will provide you with free links, an article

distribuiton service and a press release service to help you get your website noticed.



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