

# How Much Is Your Time Worth?

By Lorraine Pirihi

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I've met many executives who are absolutely stressed out coping with their diverse roles. The crazy thing is these guys and gals are spending so much of their time on basic administrative tasks and they're struggling to work on the more important issues for which they've been hired to handle.

Here's what Marcus Barber of The Better Results Business has to say...

"One of the failures of downsizing is that businesses often fail to assess or reassign the workload".

Let's get real here. Okay, so many companies are downsizing to get leaner and meaner. That's alright. But when you have situations (and there are many in this category) whereby the people with the knowledge and expertise to handle specific roles are spending their precious time on basic admin. You are wasting \$\$\$ paying them to do tasks which could be better handled by an administrative assistant.

How many of your execs are busy organising meetings, following up on basic issues, doing the photocopying and sifting through mounds of paperwork they don't need to see? These tasks can be delegated (if they had someone to delegate to).

They may not require a full-time support person. Perhaps an admin. assistant could assist two execs instead of one? Or maybe hire someone part-time or outsource to a secretarial service.

To be effective in any role we need to be organised. Too often it is taken for granted that these people know how to organise themselves and adjust to their new and/or additional role. The majority have never been trained in the basics of working in an office environment.

Cut costs by all means, but don't cut your throat. There are many stressed out execs out there, working long hours, having no time for themselves. The body can only take so much. And remember being busy is not the same as being effective.

Being better organised will help many of these people be more productive. The benefits of being organised include reducing stress and having more time. And in this fast paced society isn't that what many of us want?

Lorraine.

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