



Twenty-three Benefits of Time Keeping

1. **Superior Mindfulness.** Wakes you up, makes you totally aware of what is going on. Zero ruminating or spacing out. Superior mindfulness.
2. **Cast Iron Memory.** Develops a cast iron memory, especially valuable to anyone of any age struggling with memory issues. My memory is better now than it was at any other time in my life.
3. **Leverage Successes.** Notice and leverage wins & successes.
4. **Stop Repeating Mistakes.** Notice and stop losses, mistakes, & failures.
5. **Superb relationship management.** Keep contact records showing activities, email correspondence, notes, links, schedule, etc. Better than a CRM.
6. **Helps become relational.** Facilitates & supports the shift from "Transactional" to "Relational." (A living, or a fortune?)
7. **Saves search time & frustration.**
8. **Improves Visibility.** Resolves the "back-to-the-office" controversy currently raging between employers and employees. Provides better visibility into work activities than if you were sitting side by side in the same room.
9. **Shortens meeting times,** makes some annoying meetings totally unnecessary. Just share a report instead.
10. **Liberates bandwidth.** Liberates wasted mental bandwidth to concentrate on strategy.
11. **Improves accuracy** of estimates. With real time data at your fingertips, it's very difficult to go wrong estimating the duration of future work.
12. **Grounds Expectations.** Makes your expectations more realistic, reduces frustration.
13. **Legit pretext.** Provides legitimate pretext for relational follow up that increases income. ("Say, did you know that a (week/month/quarter/year) ago today we _____? Just circling back to see how things are going.")
14. **Helps prioritize,** identify that One Thing.
15. **Refines habits.** Arrests counterproductive habits. Supports productive habits.
16. **Respects Time.** Deals with time as the most valuable and non-renewable resource that everyone agrees that it is.
17. **Mitigates Crises.** Provides the intel necessary to cope well with crisis, set priorities, put first things first. During cancer I increased my income.
18. **Answers Questions.** In the context of Property Management, creates the ability to answer property owners' questions like, "When was the last time you were on site? Who went there and what happened?" etc.
19. **Aids Strategy.** Supports the shift from reactive crisis management to proactive strategic management. Makes the whole team more conscious, aware, thoughtful, strategic, prospective, and collaborative.
20. **Reduces Backstory Chatter.** Saves "backstory" inquiry time and chatter. It's all there, just run a report. The "keeper of the back story" shifts from being a person who might leave or forget, to a system that you own.
21. **Leverages Coaching.** Leverages investment in coaching by providing coaches with detailed reports that they can use to benefit you.
22. **Promotes Calm.** Relieves stress and anxiety about losing track of things. Promotes calm and order.
23. **Helps "check yourself before you wreck yourself."**