



## Twenty Benefits of Time Keeping

1. Wakes you up, makes you totally aware of what is going on. Zero ruminating or spacing out. Superior mindfulness.
2. 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. Notice and leverage wins & successes.
4. 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. Facilitates & supports the shift from "Transactional" to "Relational." (A living, or a fortune?)
7. Saves search time & frustration.
8. 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 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. Makes your expectations more realistic, reduces frustration.
13. Provides legit 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. Arrests counterproductive habits. Supports productive habits.
16. Deals with time as the most valuable and non-renewable resource that everyone agrees that it is.
17. Provides the intel necessary to cope well with crisis, set priorities, put first things first. During cancer I increased my income.
18. 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. Supports the shift from reactive crisis management to proactive strategic management. Makes the whole team more conscious, aware, thoughtful, strategic, prospective, and collaborative.
20. 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.