

Busy CEO Needs to Implement an Effective Time and Priority Management System



delegate*

A Client Case Study

Client: Luxury Travel Firm

Avenue Two Travel
Philadelphia, PA

About Delegate Solutions:

We are your strategic support team. Our service is designed to be a reliable, professional, on-demand solution for all your administrative needs. Our mission is to simply make your life easier so you can focus on your best work.

Executive Summary

Busy luxury travel CEO was struggling to effectively structure his time within the guidelines of the Strategic Coach® Entrepreneurial Time System. He knew that using these days to their fully-intended purpose would allow him dedicated time to grow another revenue stream for his company. However, implementation seemed like an overwhelming transition, and he needed a knowledgeable support partner to help deploy it in his business.

With the help of the Delegate Solutions team, the Time System was successfully implemented. Strategic time blocks were added to align with the Time System, along with the additional support of gatekeeper scheduling and a weekly accountability program. These changes created intentionality with his time and improved productivity. Each week, our Strategic Support Team helped him break down his larger ideas into next best steps and then schedule the actions within the appropriate time blocks.

The Client estimates that he has gotten back 10-12 hours per week of his time and has increased his productivity by 20% as a result of our Strategic Support program.



Client Challenges

Constructing the new revenue stream involved pitch meetings with both key executives and potential clients. The meetings were clearly money-making activities that would generate significant revenue for the business. Preparing for these meetings also included necessary brainstorming time, where the client could stay in his office, undisturbed and work out the logistics. Unfortunately, without structure, distracting Buffer Day activities were keeping him from achieving that dedicated time.

Client knew he needed to implement a system that would create structure, accountability, and reduce distractions.

How Our Service Helped

To start, our Strategic Support Team studied the Client's work habits. Our team learned about his Unique Abilities, asked questions about his personality style, and developed a list of his top money-making activities.

Our team labeled Free, Focus, and Buffer Days on the client's calendar through the next two quarters. From that point onward, appointments and key meetings were scheduled on Focus Days. Reporting and other delegation tasks were saved for Buffer Days. The client now had a guideline of which days would be used for prep versus revenue-generating activities.

Our team led a weekly check-in call with the Client to improve accountability. They discussed the Crucial Results for the week and made sure to block time to prep and execute those results. Our team looked back at the previous week to see what tasks remained outstanding and looked forward to see what goals were on deck for the upcoming days ahead. Our team was able to compartmentalize which days the client needed to dedicate to each specific activity.

Results, Return on Investment and Future Plans

With the successful implementation of the Entrepreneurial Time System in conjunction with our Strategic Support program, the Client and our team were able to focus energy and time on growing the new revenue stream. The Client feels much more organized now that our team is taking his to-do list and breaking it up into specific day activities.

By continuing to fully adopt the Time System, the Client follows clear blocks on his calendar for key activities, which reduce the overwhelming sense of urgency around all tasks. He relies on our team to keep him accountable to the Time System and execute his weekly priorities.

In addition to all of this, our team also manages the client's email inbox and external communication with potential leads, as the team understands his brand and business goals. From implementing the Strategic Coach Entrepreneurial Time System last quarter to continued gatekeeper scheduling and time blocking, the client has seen a huge ROI. He acknowledges that his time is used wisely now, instead of haphazardly. Put simply, he is turning wasted time into money-making hours by delegating his administrative tasks to our team and blocking time for tasks that suit his own talents.

Throughout the next year and into the future, the client plans to let the Entrepreneurial Time System become a key element in the way he shapes his week. What started as an implementation of Free, Focus, and Buffer Days has developed into an ongoing, ever-growing, and rewarding relationship between the client, our team, and his business growth.

Client Testimonial



"Thanks to Delegate Solutions, I was able to grasp hold of my Focus Days and not let them pass by. With my Strategic Support Team keeping me loyal to the Strategic Coach® Entrepreneurial Time System, I am able to devote valuable time to growing my business while still allowing myself those Buffer Days to clean up messes. I can definitely see how following this time system going forward will be extremely beneficial for my business, and Delegate is helping me strategically execute that vision." – Joshua Bush, CEO

Tools and Technology Utilized:

