

Model Week Best Practices

The Model Week is a foundational tool for ensuring you are focused and intentional with your time. To be effective, the Model Week is built following these best practices.

1

START WITH A CLEAN SLATE

Don't build your model week around your existing calendar. Build it from scratch so it can serve as the ideal (model) state for your calendar.

2

PUT YOUR ROCKS IN FIRST

Carve out time every week to execute on your most important goals (a.k.a. "rocks"). Be sure to allot enough time based on the size of the goal and the time horizon you have to achieve it.

3

CONSIDER YOUR NATURAL ENERGY FLUCTUATIONS

Think about your natural energy rhythms, as well as how much energy different activities take. Schedule your most demanding activities for the times of the day when you are most energetic and alert.

4

PLUG IN ADMIN AND MANAGEMENT TIME

Carve out time daily for things like answering emails, calling clients, calling home office, updating CRM, etc. You can schedule multiple blocks or one block per day (e.g. check email in am and again in pm).

5

DO A TIME STUDY

To avoid under or over estimating how much time a recurring task takes to complete, time yourself doing many common tasks. Use that information to determine an appropriate amount of time to allot for each activity.

6

BUILD IN BUFFER TIME

Don't over-schedule yourself by building in buffer time. Use buffer time for transitioning between meetings or batched tasks, for attending to biological needs, and for handling unexpected events and emergencies.

7

CONSIDER CLIENT VOLUME

Factor in the appropriate amount of time for client meetings, time for meeting prep, etc based on the number of clients you have. This might change as your client base grows or your team grows/changes.