

RETHINKING TIME: THE POWER OF MULTIPLIERS

with Jennifer Aaker

General Atlantic Professor of Marketing, Stanford Graduate School of Business

Feel rich(er) in time and achieve more goals.

Finding time is the significant challenge for many people. Instead of giving up goals, Aaker offers a new solution: rethinking time. This module illuminates how to align goals and execute on them by creating “Multipliers” (defined as one activities that fulfill multiple goals), which will enable you to achieve more goals that are important to you.

DISCUSSION GUIDE

KEY POINTS

Rethink time as a resource to achieve your goals.

With many important goals in life, you may have more to achieve than feels doable, leaving you with the sense that time is scarce. Instead of letting go of goals to create more time, try this module, which encourages you to ask: How might you align your goals to feel more time affluent or, in other words, rich(er) in time?

Create Multipliers.

A Multiplier is one activity that fulfills multiple goals. A Multiplier enables you to achieve two or three goals ... or even a home run.

Multiplying is not multitasking. Multitasking equals multiple activities done at the same time to achieve multiple goals, an approach that typically leaves you feeling divided.

Creating Multipliers introduces a new way of thinking about your goals. With a single activity (running with a friend rather than running alone, for instance), you can accomplish multiple goals without the negativity of feeling divided.

Tips for Operationalizing Multipliers

- **Find Multipliers.** Find a single activity where you can bring along another person (e.g., friend, partner, child). Doing so creates a “double”, where two goals are achieved at the same time. Can you identify activities that are “triples” or even “homeruns?”
- **Decide based on Multipliers.** When deciding to participate in a new activity, see if you can make it a double or a triple. If no, consider foregoing the activity..
- **Protect Multipliers.** Look for things to do that help you achieve multiple goals simultaneously, and then protect these activities on your calendar.

Circle Exercise

First 10 minutes: Each person, fill out this inventory.

List as many of your goals as possible. Group them into the important areas of your life.

Find or create activities that fulfill multiple goals. Try for doubles, triples, or even home runs.

Which Multipliers will you add to your calendar? Tomorrow? This week? Every week?

For the next 20 minutes: Now pair up and go through your inventory together. Share with your partner your current time constraints and how you could use Multipliers to carve out more satisfaction in your scarce time. *After 10 minutes,* switch and let your partner share. Stick to the time allotted so everyone gets a turn.

↪ Share with your Circle.

For the final 20 minutes: Each person shares 2 minutes with the Circle.

- 1.) What Multipliers did you create?
- 2.) What is one thing you're going to try to do differently based on this analysis?

↪ Share with your Circle your One Action in your next meeting.

One Action

This concludes the meeting.