

*a thread on*  
**Managing Time**

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This eBook is a visualization of a Twitter thread I wrote in July 2020.

Time has always been a fascinating topic for me and I love how I have become best friends with time while still maintaining a professional relationship with it. Through this thread (and now eBook) I share details about this relationship.

If you liked the thoughts in this book, you will absolutely love the 90-min course I took on this. I highly recommend it. Link to the course is available at the end of this book.

A huge thanks to Shreya, without whom this book holds little meaning. She is such a phenomenal artist and I am left astonished at her ability to visualize my words in a way I could never. Thank you Shreya for being you.

I hope you enjoy the book as much as I enjoyed writing it.

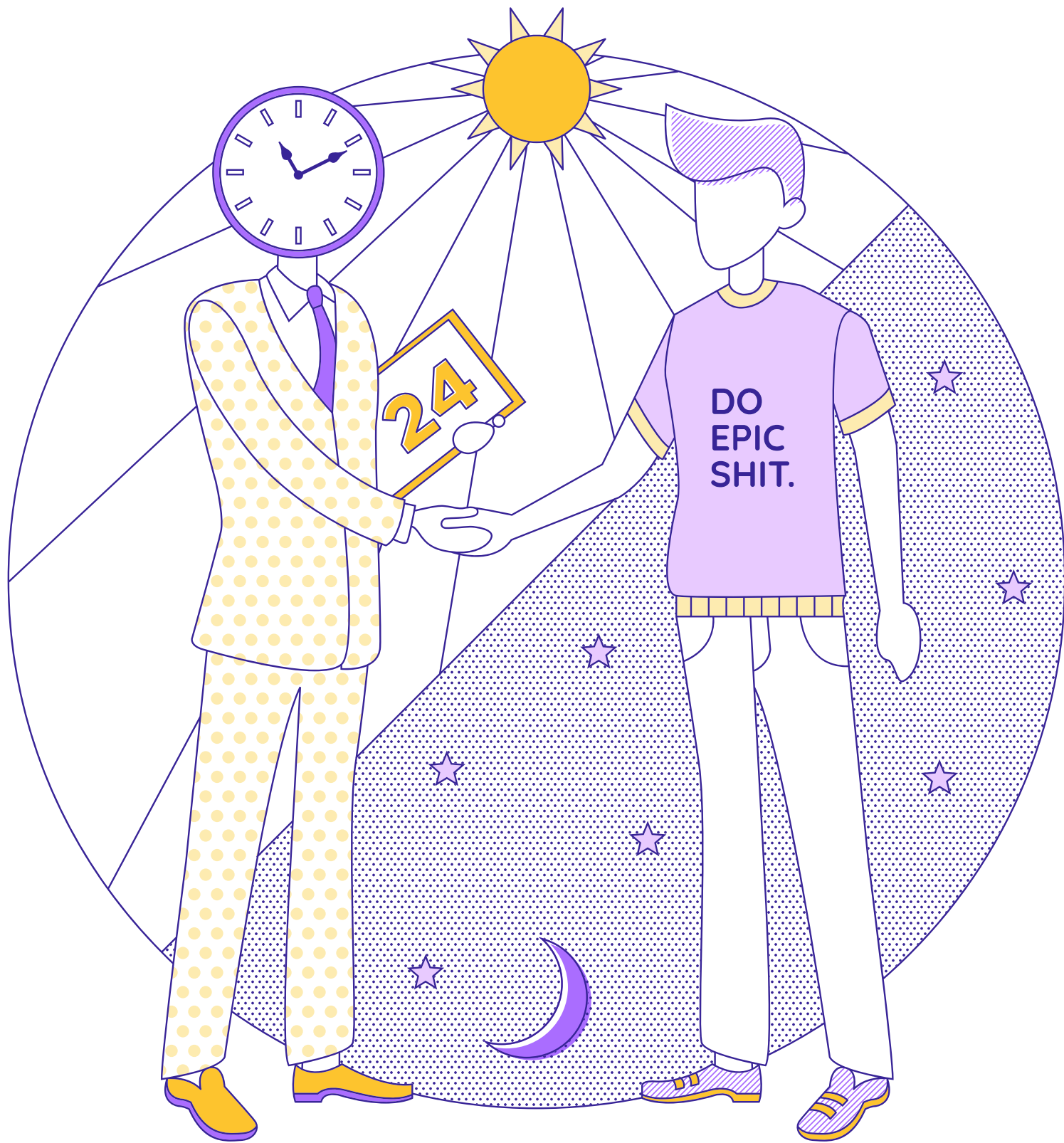
- warikoo

I have had a wonderful relationship with time, for as long as I can remember.

A lot of people graciously ask me “How do you accomplish so much in 24 hours? I don’t have time.”

And I always have one response.

Who is it that you know who has more time than you do?

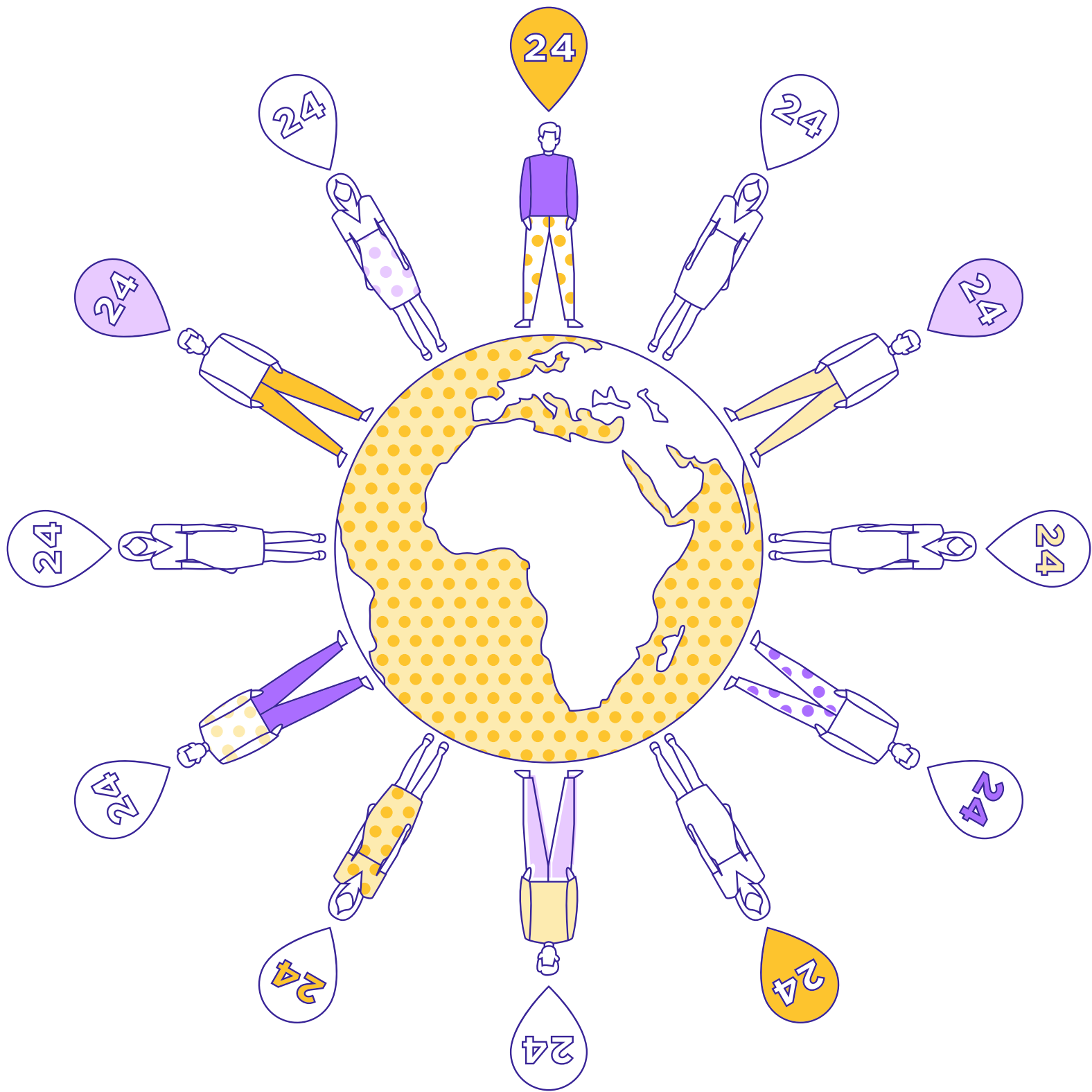


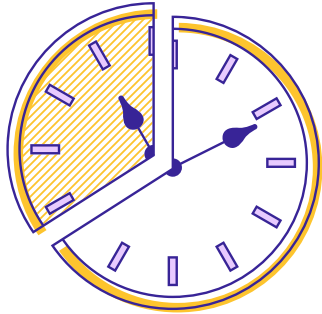
We all have the same 24 hours. It is possibly the ONLY asset that is distributed equally amongst every human on earth.

Everyone you know, that you are inspired by, awed by, jealous of, has the same 24 hours.

It isn't about time.  
It is something else.

Here is my take on it...

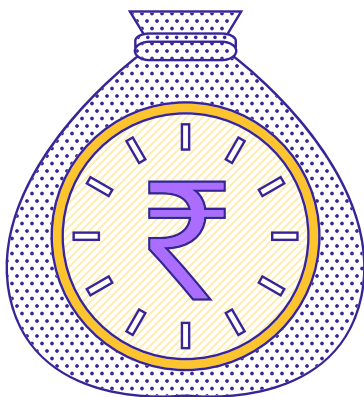




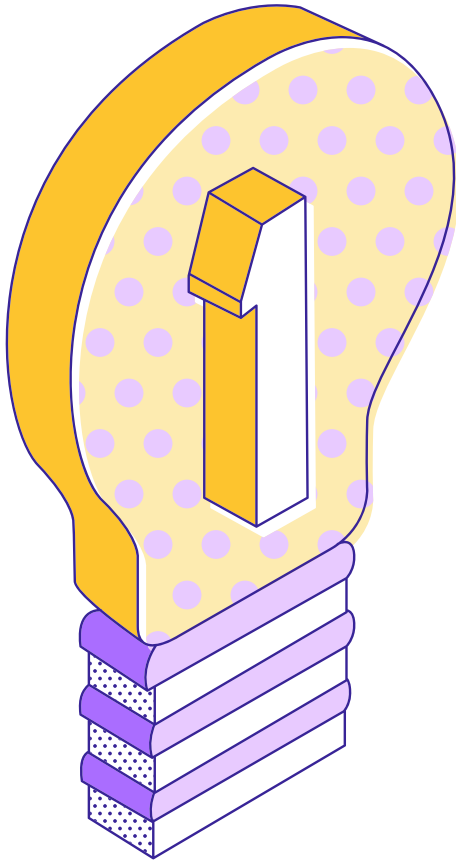
Time is an  
**allocation.**



Time is  
**energy.**



Time is  
**money.**



## **Core Idea No. 1**

### **Time is an allocation**

We have all heard of the famous Urgent-Important matrix of time.

I recall reading it first in school, in the book “The 7 Habits of Highly Effective People.”

And being blown away back then by its simplicity.



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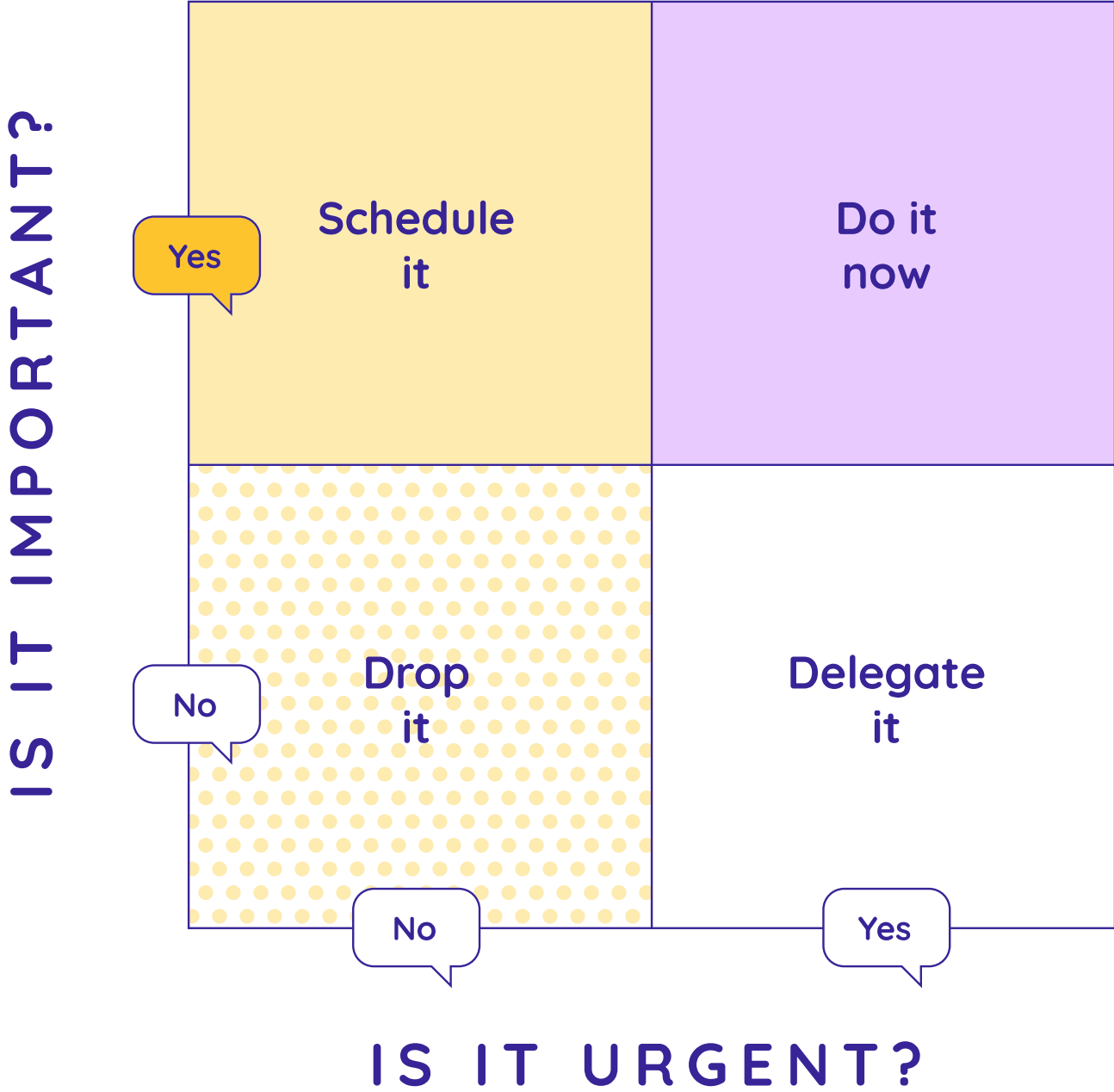
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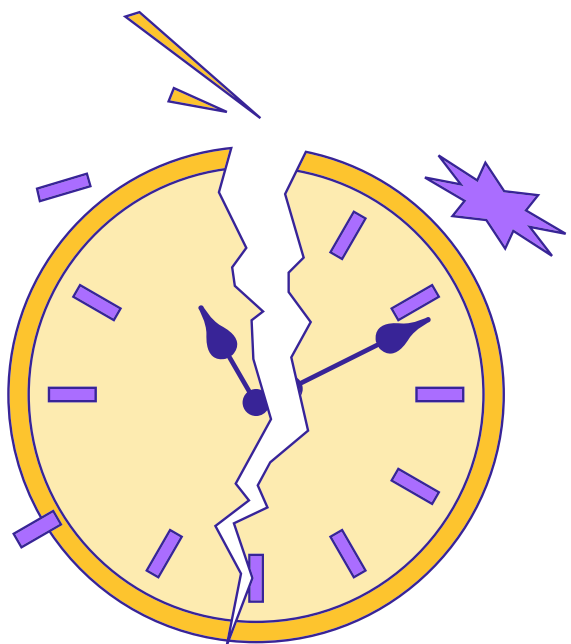
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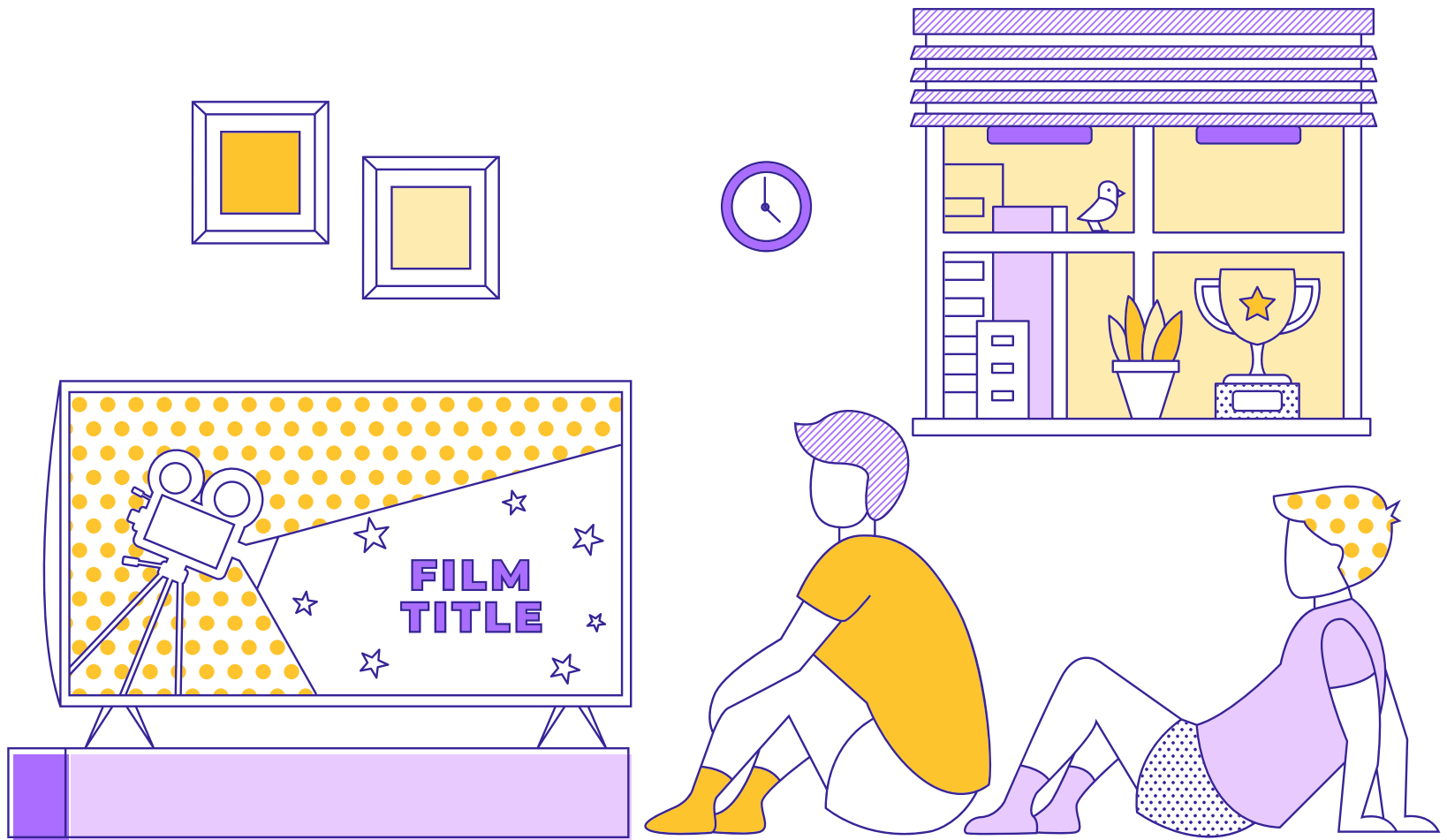


It basically said... depending on whether something is urgent or not and important or not, you either drop, delegate, schedule or do things right away.





It worked for me, until it didn't...



What if I wanted to spend time with a friend, which is neither urgent nor important.  
Or maybe watch a movie.

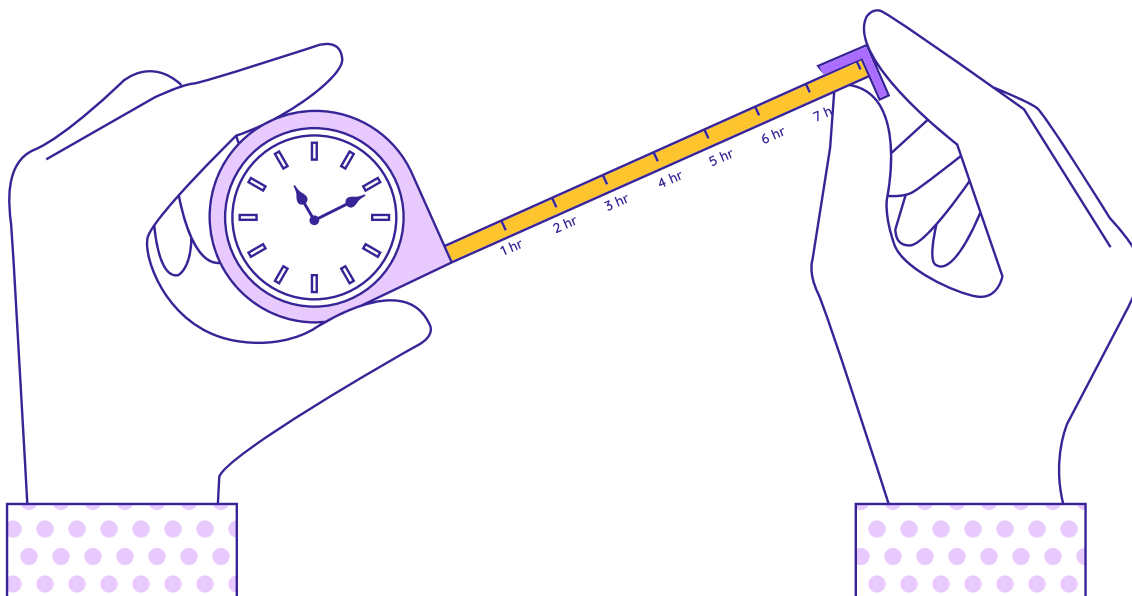
If something is not urgent but important AND it won't take a lot of time to finish, why should I schedule it and not do it right away?

The model felt incomplete...

And that is when I changed my approach towards time. I began to do whatever I wanted to do, during a day.

And I began measuring.

Obsessively measuring.



Back in school, I used to record every hour of my day in a notebook.

What did I do and which quadrant did it lie in.

Unfortunately, I lost all of those notebooks to termites (yeah, I know!).

Thankfully I moved to digital records back in 2005, when I joined ISB. Here are 2 screenshots from my time there.

A	B	C	D	E			
Duration	Description	Minutes Logged	Category				
<b>Monday April 18, 2005</b>							
9.00 - 9.15	DC	15	Daily Chores (DC)				
9.15 - 10.00	Gym	45	Personal (P)				
10.00 - 10.30	Internet	30	Internet (I)				
10.30 - 11.00	DC	30	Daily Chores (DC)				
11.00 - 1.30	Class	150	Academic (A)	<b>Category Index</b>			
1.30 - 2.00	Lunch	30	Food (F)				
2.00 - 4.00	Class	120	Academic (A)	Academic (A)			
4.00 - 4.30	NS	30	Nothing Specific (NS)	Nothing Specific (NS)			
4.30 - 6.30	Class	120	Academic (A)	Personal (P)			
6.30 - 7.00	NS	30	Nothing Specific (NS)	Official (O)			
7.00 - 8.00	Telephone	60	Personal (P)	Couldn't Help It (CHI)			
8.00 - 9.00	NS	60	Nothing Specific (NS)	Daily Chores (DC)			
9.00 - 10.00	Dinner	60	Food (F)	Internet (I)			
10.00 - 1.00	Internet	180	Internet (I)	Food (F)			
1.00 - 2.00	Studies	60	Academic (A)				
	<b>Total for the day</b>	<b>17</b>					
		<b>Effective Time Ratio</b>	<b>0.68</b>				
◀▶	<b>Apr '05</b>	May '05	Jun '05	Jul '05	Aug '05	Sep '05	⊕
Ready							

A	B	C	D
Duration	Description	Minutes Logged	Category
9.00 - 12.30	Stydy (in train)	210	Academic (A)
12.30 - 2.00	To ISB	90	Nothing Specific (NS)
2.00 - 3.00	Lunch	60	Food (F)
3.00 - 5.00	Nap	120	Personal (P)
5.00 - 9.00	Studies	240	Academic (A)
9.00 - 10.00	Dinner	60	Food (F)
10.00 - 12.00	Studies	120	Academic (A)
12.00 - 3.00	Movie: Scent of a Woman	180	Nothing Specific (NS)
<b>Total for the day</b>		18.00	
		<b>Effective Time Ratio</b>	0.75
11.00 -1.00	Study	120	Academic (A)
1.00 - 2.00	Lunch	60	Food (F)
2.00 - 5.00	Study	180	Academic (A)
5.00 - 6.00	Nap	60	Personal (P)
6.00 - 9.00	Study	180	Academic (A)
9.00 - 10.00	Dinner	60	Food (F)
10.00 - 12.00	Movie	120	Nothing Specific (NS)



**Oct '05**

Nov '05

Dec '05

Jan '06

Feb '06

Mar '06



Ready

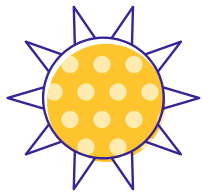


This measurement was NEVER to reach a target.

Instead, it was for a distribution to emerge. A distribution that maximized my performance, my energy and my attention.

Here is my current schedule during the lockdown.

# LOCKDOWN SCHEDULE



## AM



## PM



4.30 am to 5.00 am  
Wake up + Water



1.00 pm to 2.00 pm  
Lunch



5.00 am to 5.30 am  
Meditate



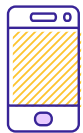
2.00 pm to 6.00 pm  
Work  
120 Minutes - Meeting  
Rest - My Work



5.30 am to 6.00 am  
Read



6.00 pm to 6.30 pm  
Dinner



6.00 am to 6.30 am  
Phone



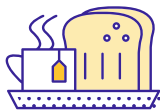
6.30 pm to 7.30 pm  
Park with kids



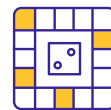
6.30 am to 7.30 am  
Tennis / Workout



7.30 pm to 8.00 pm  
Family Call



7.30 am to 9.30 am  
Get ready + Breakfast



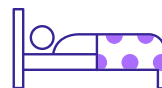
8.00 pm to 9.00 pm  
Board Games + Chill



9.30 am to 1.00 pm  
Work  
60 Minutes - Meeting  
Rest - My Work



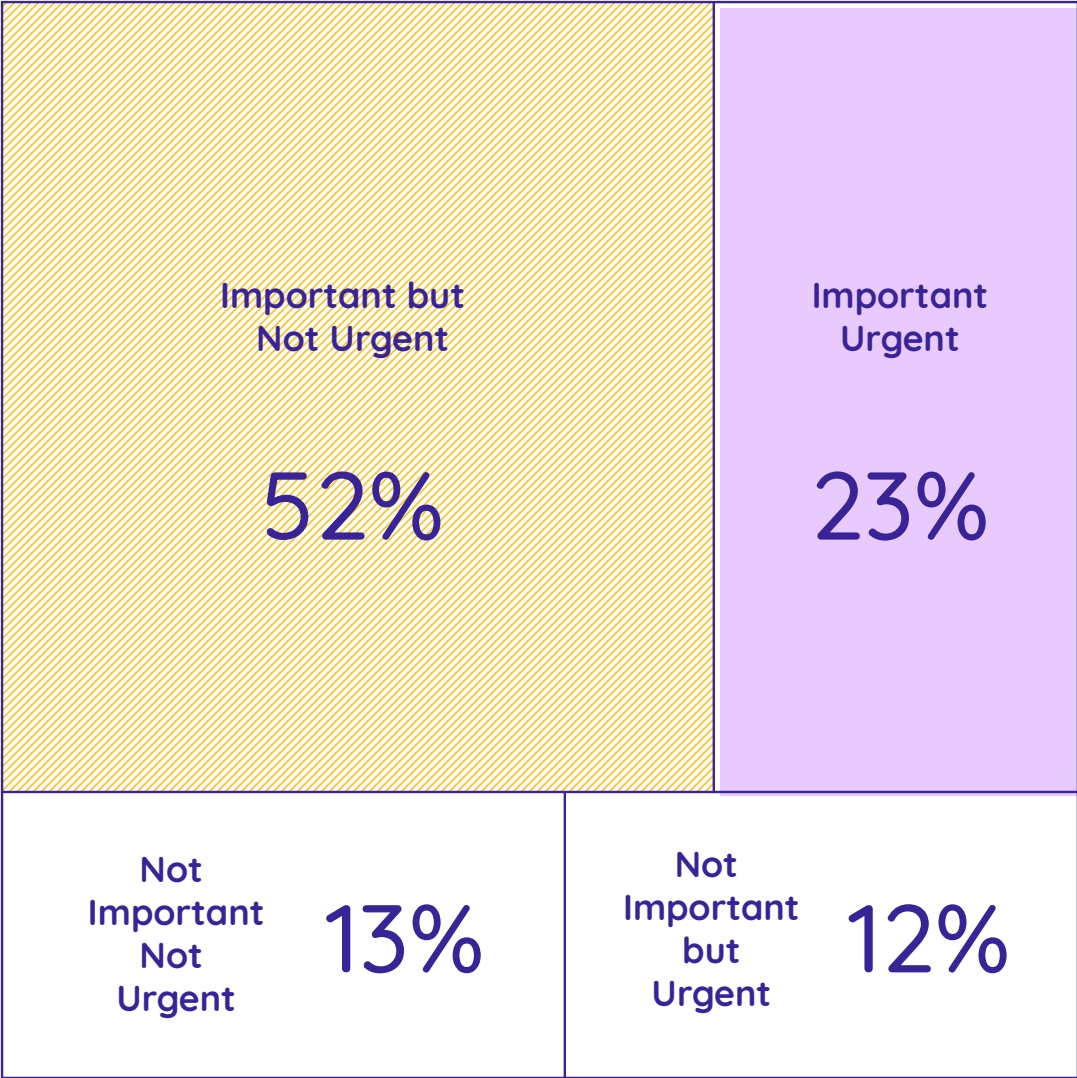
9.00 pm to 9.30 pm  
Wind Up



9.30 pm  
Sleep

And this is what my distribution looks like...

In a week, of my waking hours, this is how my week pans out.



This is a derivation. Not a target.

This is an outcome. It wasn't my goal.

I got to know of this distribution for the first while preparing for a course on Time Management.

And it was fascinating, yet not surprising, to see this split emerge.

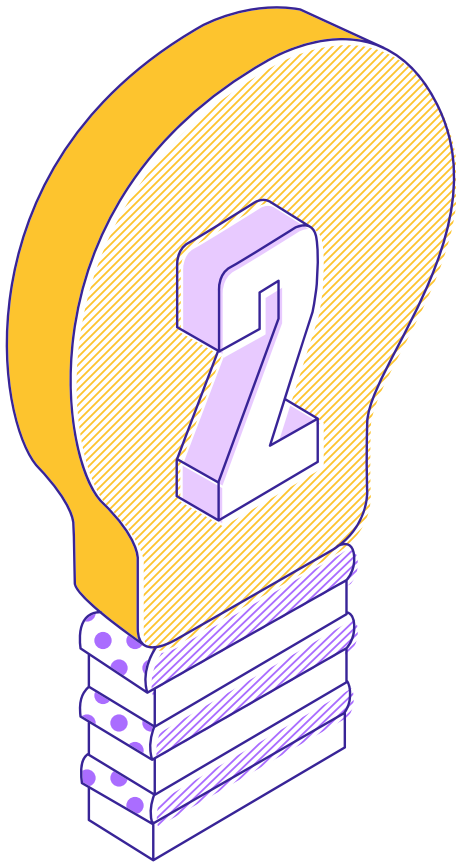
This distribution allows me to NOT feel guilty about covering all 4 quadrants. And maximizes my productivity.

And how does it maximize my productivity? Because this time distribution maximizes my energy.

I do things I want to do.

When I want to do them.

When I am in the best position to do them.



Which brings me to the 2nd core idea.

Time is energy.

When people say I do not have time, what they are essentially saying is that I do not have energy.

Physical Energy

Emotional Energy

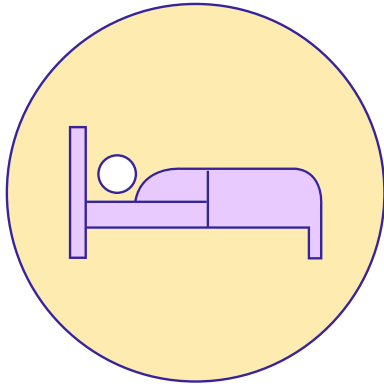
Mental Energy

Spiritual Energy

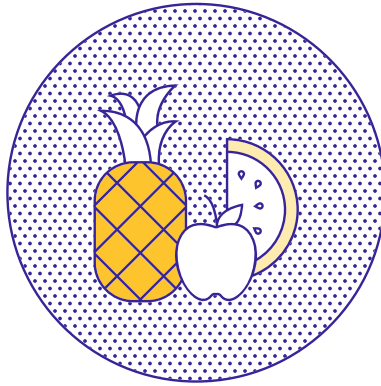
One's desire to manage time, is one's attempt to manage their energy.



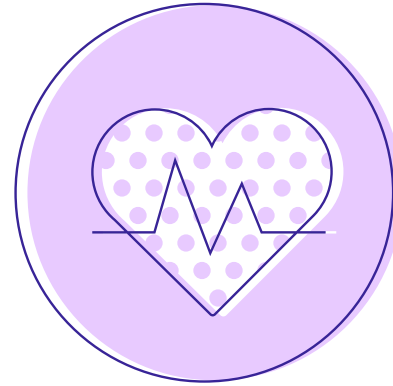
## Physical Energy



Quality of  
your sleep

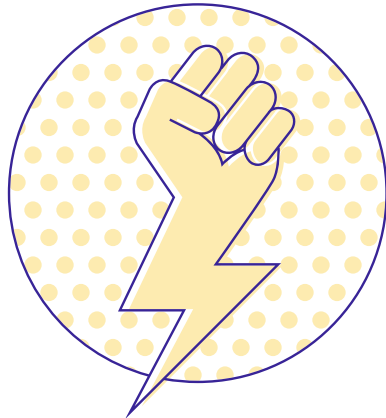


When and what  
do you eat

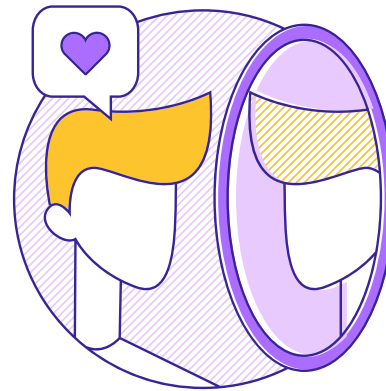


Your  
fitness

## Emotional Energy



Do you have self  
confidence?

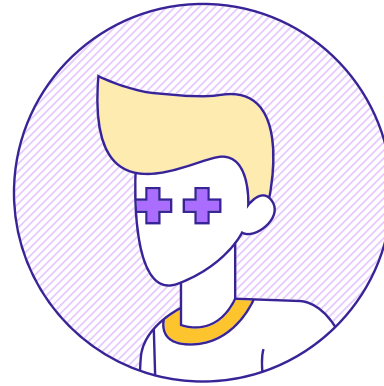


Do you talk positively  
to your own self?

## Mental Energy



Are you  
creative?

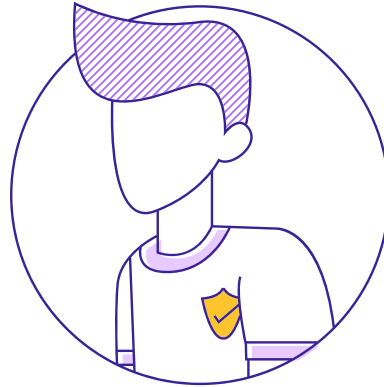


Are you  
optimistic?

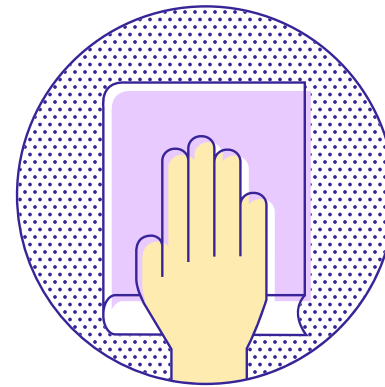
## Spiritual Energy



Do you have  
commitment?



Do you have  
integrity?

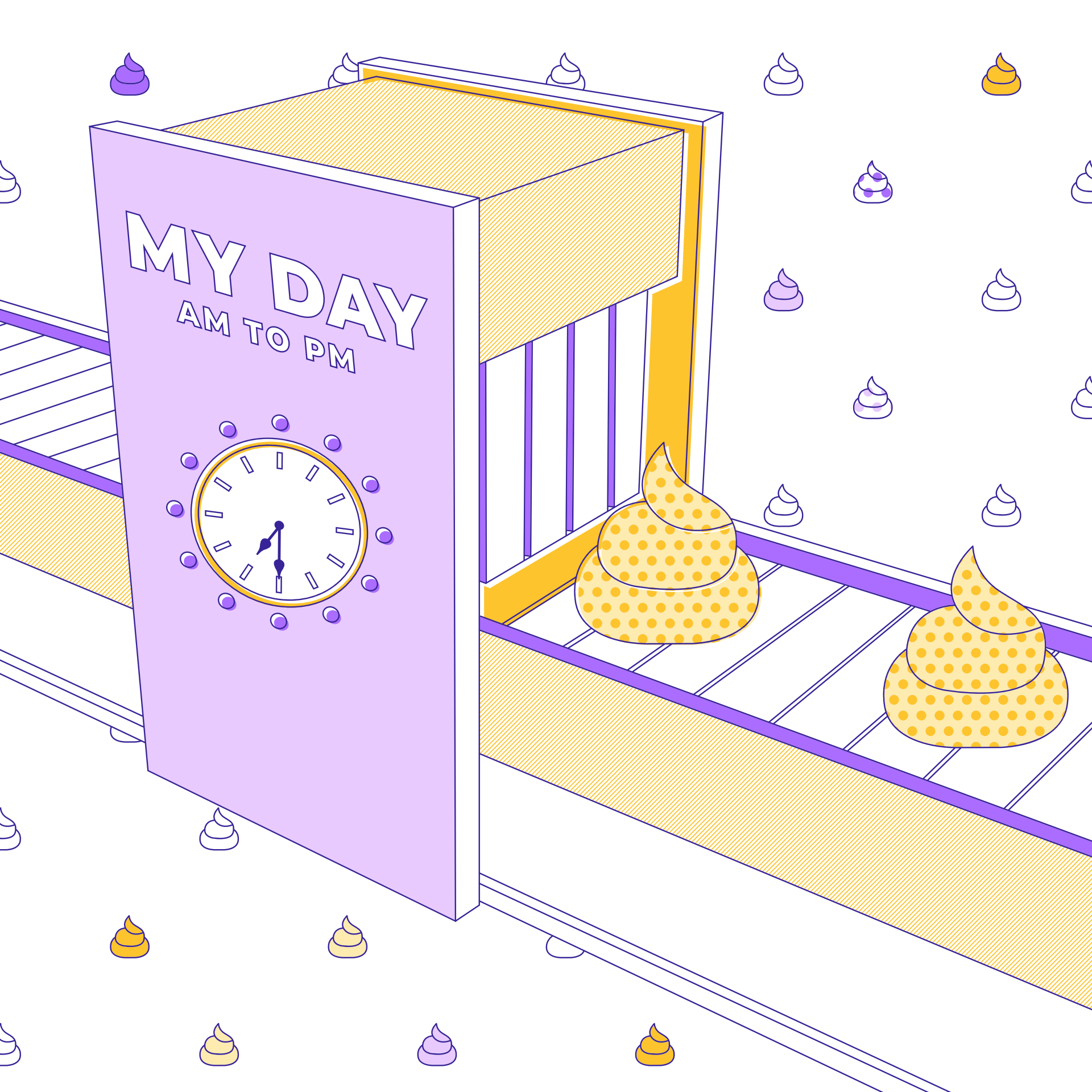


Are you  
honest?

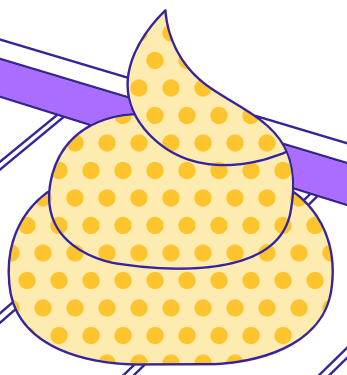
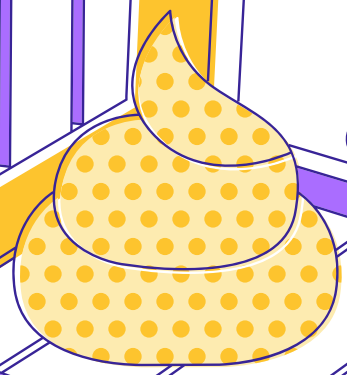
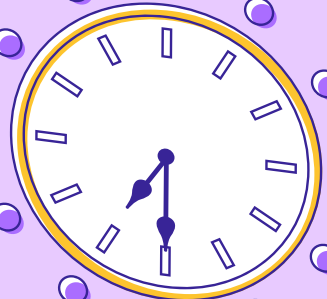
If you eat shit and sleep late and lie to yourself that you will fix it tomorrow it doesn't matter how well you have scheduled yourself for the next day - Your day will be shitty!

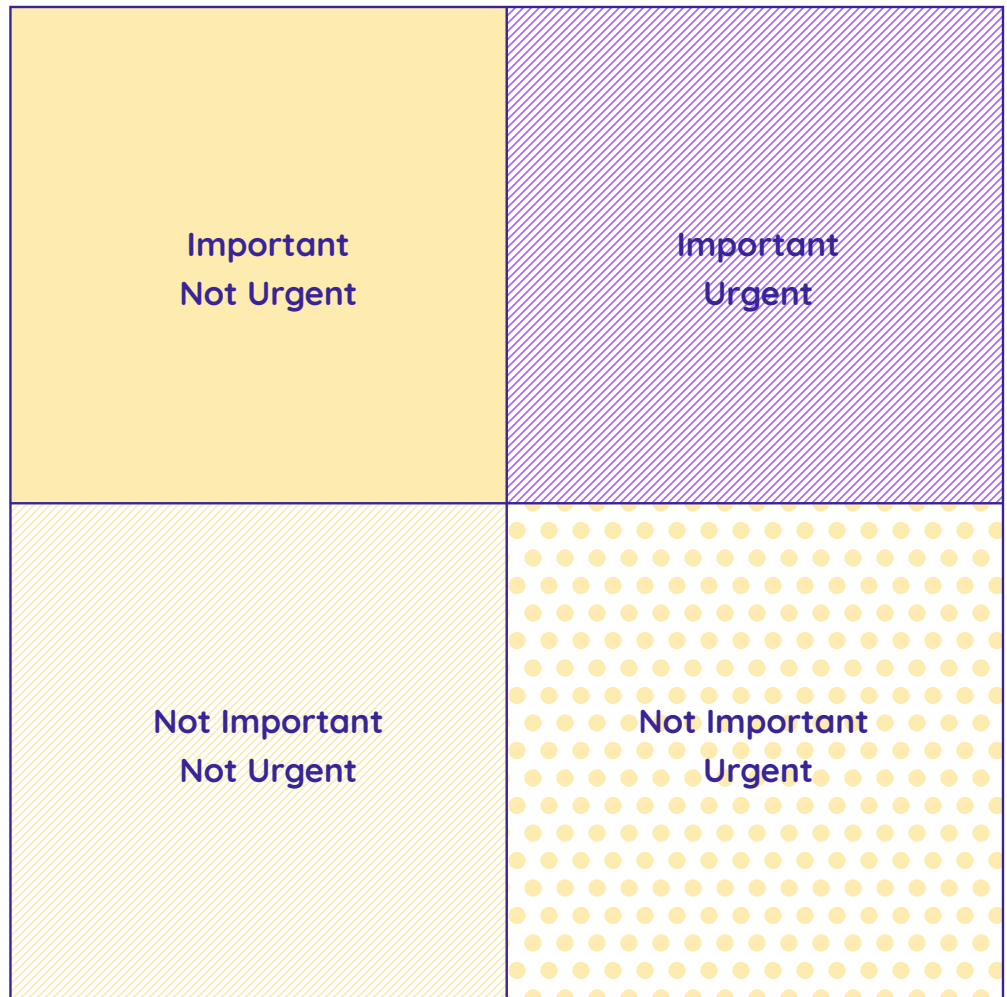
It isn't about managing time.

It is about managing your energy.



MY DAY  
AM TO PM

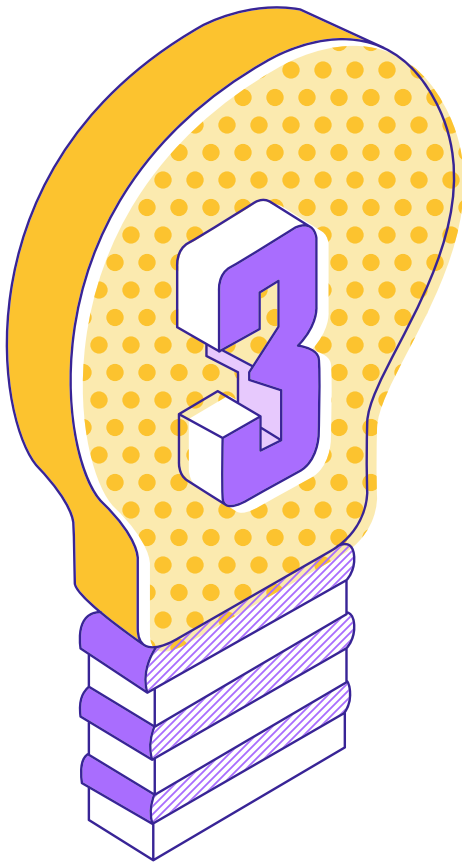




So the key is:

What distribution of my time across these 4 quadrants of urgent-important maximizes my energy?

And thus maximizes my productivity. My performance.



Core Idea No.3

Time is money.

Everyone's time has a value.

The only goal in life is to keep increasing the value of your time.

If you earn a salary, there is a value of every hour of yours.  
But we act as if our time is unlimited and thus cheap.



In a month

₹50,000



22

days

x

8

hours

=

₹284

cost per hour

If you earn 50K per month and work for 22 days for 8 hours a day, your per hour cost is Rs. 284.

So if you watch Netflix for an hour a day, the actual cost of Netflix is not 499 per month.

It is 9,000 per month!



“But I wasn’t working for this hour. So how can you say I could have earned and lost this opportunity?”

Because you could have spent that time in increasing the value of your time.

Something we do not actively think of.

I have had a beautiful relationship with time and have been fortunate that something early on propelled me to think of it as a depleting asset.

Think about it.

It doesn't matter how much money you have.

You can NEVER buy time.

And yet, we waste time like we will live forever.

If you had Rs. 86,400 you wouldn't waste all of it if someone stole Rs. 400 from you, right?  
And yet we do that everyday.

If someone messes us up for 400 seconds, we spend the rest of the day overthinking about it.



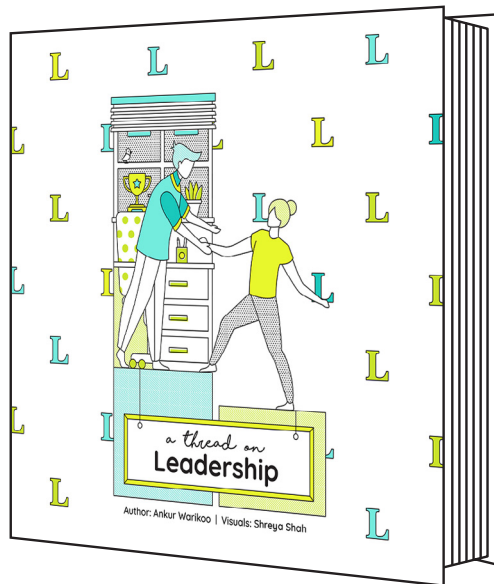
I conducted a course on this last month and have been  
bombarded with requests to make the recording available.

If you enjoyed this book, you will absolutely love the 90-min  
course I took on Time Management. I highly recommend it.

[Click here to book the course.](#)

Wan 2. S.

## eBooks by Ankur and Shreya

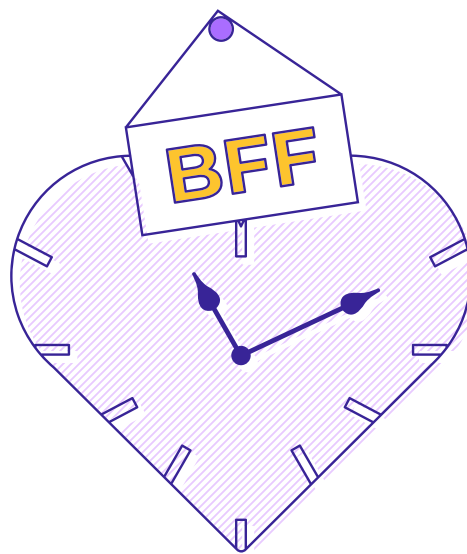


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*a thread on*  
**Managing Time**

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