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PR-e-FACE: From the desk of Chief Editor

“A busy man always finds time, a lazy man finds excuses”



During early 1990s, I sought an appointment with Mr Sam Pitroda, then Chairman of Telecom Commission, for an interview to one of the House Magazines.

On the same day, I got ten minutes appointment for the interview. After reaching his office, I realized that he was leaving with the Prime Minister that night on a delegation to United States and he would return only after 15 days. In spite of all his pressure, I was wondering, as to how he gave me ten minutes time. After completing my interview within that allotted time, I could not resist asking him as to how he was able to manage to grant me time, under this situation. He told me, “Busy man always finds time, and lazy man always finds excuses”.

“Time Management” has become a big challenge today amongst the individuals and organizations. Excess commitment and not maintaining committed delivery schedules have become common, leading to loss of

credibility and reputation. “Too busy” has become the ‘fancy buzz word’ amongst many executives, even to attend the most priority items.

Even in many of the Conferences, we see speakers not adhering to their time limit, causing dislocations. A good planning is needed for proper ‘Time Management’.

During crisis situation, ‘every minute’ is highly valuable.

Some of the most successful and busy people never pretend as if they are busy. They plan their time to spend enough time for entertainment, sports, temples, family and friends. They also know how to delegate their authority and get the works done with more efficiency. The success of a person depends on how well he utilizes the available time.

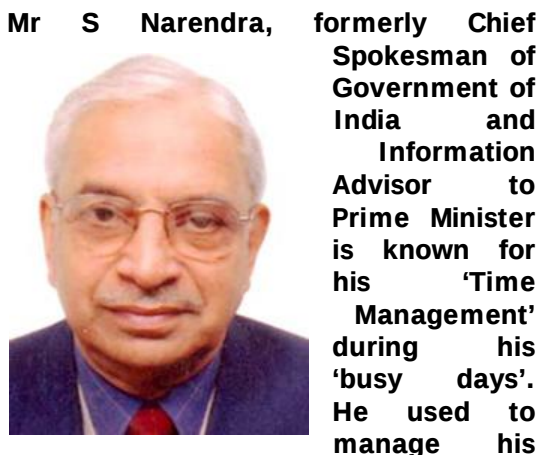
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PR-e-CISE – Inside this ezine

- An exclusive interview with Mr S Narendra, Former Information Advisor to Indian Prime Minister
- Expert views by Ms Nipa Shah, Ms Geetha Shankar, Mr Gopikrishna Warriar and Mr Akhil Sutaria
- Time Management Chart
- Why Procrastination?
- PR events

PR-eXCLUSIVE

“Stress and Time Management go together”



Mr S Narendra, formerly Chief Spokesman of Government of India and Information Advisor to Prime Minister is known for his 'Time Management' during his 'busy days'. He used to manage his

Self Help needed

time for every activity, based on the priority, in spite of the pressure of being the Government's spokesman. In this exclusive article, he explains how Time Management leads to stress management. Please read :

"I bow to thee, Father Time" (Kalaya Tasmai Namahah) says a Sanskrit couplet acknowledging the tyranny of Time and its inexorable forward flow. In Indian mythology, achievers undertook rigorous penance to conquer Time. In our times, a plethora of books on Time Management aided by computers have emerged as tools offering ways to exercise control over time. In the vast literature on this subject, most associate Time Management with management of stress as well, thus identifying the pressure of work and daily chores to be fitted into available time as one of the primary causes of stress suffered by large number of people. One cannot be managed without managing the other.

In actual fact, Time can neither be controlled nor frozen. Only our human activities can be ordered and controlled for achieving efficient use of time for work, chores and pleasure. It is penance of a different kind calling

for certain rigorous values and discipline to be built into our lives. It is aptly said that while Time Management has evolved into a science, its practice as an art is a difficult individual experience. While it is necessary to study and benefit from the body of scientific knowledge on the subject, the art of Time Management cannot do without a large dose of self-help.

Time Management books generally tend to advise us to set goals and tasks, prioritize them according to their necessity and urgency, and evolve a system to manage them.

Focus on achievement

The focus should be on achieving results while managing time. The adoption of the Pareto principle is also advocated. According to this, 80% of un-focused efforts (being busy) produces 20% results. By reversing this ratio, it is possible to maximize the outcome. They key advise is to be focused without wasting time in frenetic activity

Delegation of authority

Gen. Eisenhower, who became the president of USA divided tasks into urgent, important, not urgent and not important. He personally attended to the first two and delegated the rest. At the high school, a teacher taught us the application of PERT chart to our daily lives, without ever using the 4 letters which rule engineering projects. Such tools are valuable but need to be shorn of their jargon and introduced at school and college levels so that the IST (individual indefinite standard time) culture is changed at a very young age.

Value your own and other's time

It is critical that the Time Management consciousness, especially as a finite resource in a competitive world, must pervade the organizations in India. The decision makers at the top should learn to value their own and others time. One of the Prime Ministers I served always insisted on using the telephone for any consultations and did not want senior officials to personally make a presence unless required. Such care for the value of time of others is very rare in both the government and the private sector, causing huge opportunity costs. It is good to remember that one's own time expands in proportion to the time of others saved.

In the media profession in which we are, the tyranny of time is omnipresent. Often people outside of it, to their great loss, miss this point. That is because people generally are lax in valuing others' time.

Beware of gadgets

A variety of modern gadgets such as the computer, Mobile phones, PDA are touted as tools for 'making time'. While improving productivity, they have erased the distinction between office and personal time and make one work more than before. The recent TV commercial of Blackberry goes to establish this fact by making a child say that Pappa need not go to office because of Blackberry. But will Pappa spend un-interrupted time with the child? My young daughter once sent an SMS to her hubby's mobile phone, even while he was in the same room at home.

This was because he was in the habit of being engaged all the time on his mobile. Beware of such "making time" gadgetry and their propensity to enslave and rob us of our precious time.

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PR – e- Groups – Have you joined discussion groups?

Image Management Group – Second largest yahoo group on PR with 1500 plus global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 750 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

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PR –e- STIGE – Expert views

Ms Nipa Shah, President, Jenesys Group, LLC, Michigan nipa@jenesysgroup.com

“Create task list, assign priorities and manage your time”

Time Management essentially means managing your activity within a time period to get work done in an efficient manner. Regardless of whether you are a student, someone holding down



a 9 to 5 job, a house wife (or house husband for that matter), or a business person, Time Management is essential to success.

In business, effective Time Management means the difference between success and failure of the business. Because although in business, we have the flexibility of doing what we want to do, not being able to complete our tasks in a timely manner can lead to the shutting down of a business.

And as a business owner I also know that not only is it important to manage activities, it is essential to create task

lists, assigning priorities to those tasks, and allocating approximate time frames to accomplish those tasks. If we don't do that, a business owner could end up spending all day on a few tasks that were not really important and be unable to fulfill the real important tasks in a timely manner.

In my business, Time Management is essential because I work with clients and team members located on two different continents while I manage my family obligations.

Until I started creating my daily task list, I used to find myself postponing critical business development activities each day. There still is never enough time in the day to accomplish everything I wish to accomplish but now I at least know that the tasks that get pushed off to the next day are tasks that can wait.

www.jenesysgroup.com

PR –eEVENTS – PRCI Meeting at Bangalore



Public Relations Council of India, jointly with ABCI and Indian Banks' Association organized a seminar on “PR and Communication for Banks and Financial Institutions” at Bangalore on 21st Sep 2007.

L to R: M.B. Jayaram, (Chairman Governing Council PRCI) S.D. Reuben (President PRCI), Mr. Prakash Malya (CMD Vijaya Bank) Mr. Krihna M. (Chairman Bangalore PRCI), Mr. Unni Krishnan (V.P. IBA) & Mr. Yogesh Joshi of ABCI..

PR –e- STIGE – Expert views

Ms Geetha Shankar, President, Centre for Communication Excellence
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“Time for yourself is an absolute necessity”

Going to work 30 minutes earlier before others arrive is going to be of great help.



Delegation becomes fully effective only when the tasks undertaken at all levels are properly

integrated with one another. Delegation most of the time fails for one of the four reasons-The right person is not selected, right system is not in place, right training not given and the person receiving the responsibility is not briefed properly. Pending work has to be phased out. Mental fatigue can be reduced by trying another work which can exhilarate our energy. Dr M. Visveswaraya calls it as work cure instead of Rest cure.

Social time is the time for your-self, your family and friends. Regular reading of Newspapers, professional magazines and books of your choice can enhance our knowledge. Partying,

early morning walks, entertainment sessions also require your time. Time for your-self is an absolute necessity. It is your special time to assimilate and work through your sub conscious or the Paramatma within you.

Physical time or my biological time is a time when I enjoy my food , eat at regular intervals, do not have negative emotions during my food time , have adequate and restful sleep and regular exercise to keep my mind and body healthy.

As a woman, I believe even before we reach our fullest potential we are quitting because we juggle time and do not manage. Women at all ages enter or leave jobs to suit their family preferences, change careers , raise children, go for higher education ,run their own business etc. A word of caution to my gender colleagues - Commitment is an absolute necessity; but do away the guilt trap.

Value of Time



premature baby.

To realize the value of one year: Ask a student who has failed a final exam.

To realize the value of one month: Ask a mother who has given birth to a

To realize the value of one week: Ask an editor of a weekly newspaper.

To realize the value of one hour: Ask the lovers who are waiting to meet.

To realize the value of one minute: Ask the person who has missed the train, bus or plane.

To realize the value of one second: Ask a person who has survived an accident.

To realize the value of one millisecond: Ask the person who has won a silver medal in the Olympics.

Time waits for no one. Treasure every moment you have.

PR –e- STIGE – Expert views

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“Keep Day Zero free for the event – Cost of 5 minutes is different on different days”

Time Management is easier said than done for communicators. This is true both for journalists and corporate communicators; not because they are poor managers but because more often than not they are following events over which they have very little control.



When journalists are chasing a news development they have to follow it as the events unravel. Corporate communicators are very often directed to organize media and public events at rather short notices, and then they have to make the best of the available time.

However, when it comes to managing time corporate communicators have a wee bit advantage over journalists; that is when the event is decided reasonably in advance. They can plan, which the journalists cannot do, unless of course you are an editorial or feature writer and you are not following developing news.

In corporate communication, especially event management, the opportunity cost of a five-minute slot is exponentially different on the day of the event and two days before it. In other words, let us say a small activity that takes approximately five minutes – say getting the name tags and media kits delivered to the venue – if done a day earlier can be done leisurely rather than on the day of the event. The cost of the five minutes needed for this activity is different on different days.

Thus comes the importance of forward planning for any such event. Once a corporate communicator has gone through handling such events a few times, he or she has to develop a protocol on what are the activities required for handling such an event. A checklist. Many of the activities can be done two to three days in advance – sending invitations, following up on them, developing press releases, getting the media kits ready, getting the name tags ready.

Remember, there could be many things going wrong on Day Zero. If you have your hands free, you are that much stronger to deal with them.

Next issue – October 2007

Theme : Marketing Communication

Guest Editor : Ms Subha Ganesh, Search Marketing Consultant and Analyst, London

Await exclusive interviews with Global Marketing experts of International Companies



PR – e- Views – How to prioritise your tasks?

Important and Urgent (1)	Important but not Urgent (2)
Not Important and Not Urgent (3)	Not Important but Urgent (4)

In Time Management, there is a popular quadrant to define priority of tasks to arrange them appropriately in a planner.

Box 1 Important and urgent - crisis activities

Box 2 Important but not urgent - planned activities

Box 3 Not important and not urgent - diversion activities

Box 4 Not Important but urgent - surprise activities

One more thing to watch is what is called priority shift. A task's priority moving from one box to another. The most common being "planned (Box 2) to crisis (Box 1)". The common reason for this shift is 'procrastination'.

Time Management case study in Ramayana

In Kishkinda kanda of Ramayana, Rama kills Vali and makes Sugriva the

king of Kishkinda. Rama tells Sugriva to come back after the rainy season is over and help him in searching for Sita. Rama stays in a cave outside kishkinda during that period.

Sugriva who became a king after a long time, indulged too long in sensual pleasures that he forgot to report to Rama in time. Rama got angry and told Lakshmana to go to Kishkinda and threaten Sugriva for life. When Lakshmana did the same, Sugriva apologized and came and fell at the feet of Rama. Luckily for him Rama was kind and Hanuman and Nila, the commander in chief had gathered the huge monkey army which also reported at site. Sugriva gave them orders and they went forward in search of Sita.

Sugriva did not realize the priority shift i.e. the planned activity of searching for Sita after rainy season, postponed, became a crisis which almost cost him his life.

In fact a good time manager can move items from box 1 (crisis) to box 2 (planned) by analysing the root cause of a crisis and making a process correction for the next time. Meaning, defining the "when what who and how" so that it is not handled as a crisis next time.

Source : unknown

Five reasons for Procrastination (putting off the work)

1. Lack of commitment
2. Afraid of doing the job
3. Not giving due priority
4. Not having the sufficient knowledge to do the job
5. You simply don't want to do the job

How to overcome?

Only you have to strategise, if you want to be successful. Nobody can help.

PR –e- STIGE – Expert views

Mr Akhil Sutaria, Trainer & Life Coach, Valsad, Gujarat akhilsutaria@yahoo.com

“Managing our own behaviour is the Time Management”

The key to Time Management is knowing ourselves, as we can't actually "manage"



time; all we can manage is our own behavior.

For many of us this is more than enough of a challenge. While we claim that effective Time Management is a top priority and that we just have to get more organized, our actions don't match our stated desires.

I've observed many Time Management personality "types" to describe patterns of behavior that sabotage many people's attempts at Time Management.

I am mentioning five of them here. Which of the following Time Management "types" are you? While intended as fun, this Time Management exercise may provide you with some clues for more effective Time Management.

1. The Fireman - For you, every event is a crisis. You're so busy putting out fires that you have no time to deal with anything else - especially the boring, mundane things such as Time Management. Tasks pile up around you while you rush from fire to fire all day. Typically seen - Running to car.

2. The Over-Committer - Your problem is you can't say 'No'. All anyone has to do is ask, and you'll chair another committee, take on another project, or organize yet another community event. You're so

busy you don't even have time to write down all the things you do! Typically seen - Hiding in rest room.

3. The Aquarian - There is such a thing as being too "laid-back"-especially when it starts interfering with your ability to finish tasks or bother to return phone calls. Getting to things when you get to them isn't Time Management; it's simple task avoidance. Typically seen - Hanging out with feet on desk.

4. The Chatty Kathy - Born to socialize, you have astounding oral communication skills and can't resist exercising them at every opportunity. Every interaction becomes a long drawn out conversation - especially if there's an unpleasant task dawning that you'd like to put off. Typically seen - Talking on cell phone.

5. The Perfectionist - You have a compulsion to cross all the "t's" and dot all the "i's", preferably with elaborate whorls and curlicues. Exactitude is your watchword, and you feel that no rushed job can be a good job. Finishing tasks to your satisfaction is such a problem you need more time zones, not just more time. Typically seen - Hunched over latest project.

Hopefully none of these Time Management personality profiles is a photograph of you! But perhaps these descriptions will provoke some thought about the different ways we manage or mismanage time, and some clues about how we might change our behaviors to make our Time Management efforts more successful.

<http://www.akhilv.com>



A KING, his attendant and the Prime Minister

One day, the King looking out from his Palace window saw some settlements forming at the banks of the river. He said to the attendant "Find out what it is" The attendant ran and reported back after few minutes- "Your Highness, they are tents". The King asked again "Where are they from?". The attendant ran again and reported back after some time – "From Persia"

The King asked again "How many people are there?" The attendant once again ran to find out and reported back "675 men". "No women?" asked the King and off went the attendant again. Relentless questions and corresponding trips by the attendant followed!

Attendant was already getting irritated and started wondering why the King cannot think cohesively and ask more questions in one go rather than asking one question at a time.

Does the KING sound like Your BOSS ?

The King was already asking his nth question to the attendant when the PM appeared.

Hearing the King, the PM intervened and said "Let us discuss what all we should know about that gathering near the river". They went into a meeting

for some time after which the PM went off to find out more. He was back after 2 hours. And what did he bring after being gone for 2 hours?

Here was the PM's report:

"The tents at the banks of the river belong to a caravan of traders from Persia. There are 675 men, 210 women and 85 children. The leader of the group is"

The PM also said "they have 200 horses which they want to sell and I have negotiated the price at..... I need your consent on this". The PM also explained on what all benefits the kingdom can accrue from the visit of these traders etc etc.

Do You realise what the PM has achieved and how ?

And what is the moral of the story?

It does not matter how hard You work or how much Time You spend working, but what matters is **HOW** much You achieve in a given period of time.

The PM had a meeting with the King to know what all he wanted to know and in addition to that put his own thoughts and plan together to get some additional benefits for the Kingdom.

So the PM made the king explain what all he wanted in one go, did proper planning, prioritized the job, did some value add of his own and above all

PUT THE AVAILABLE TIME TO BEST USE.

Now how do we achieve this in day to day working life in the midst of all pressures and pulls from several bosses and colleagues?

That is TIME MANAGEMENT and it is all about PRODUCTIVITY

Source : unknown

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