

# Improve Your Time Management in 7 Minutes

time management | team communication | goal setting



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# The 7 Minute Life

a time management speaking, training, & coaching company

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*Time management is a process of planning the length of time you will consciously and deliberately focus your attention starting and completely finishing a specific activity.*

*-Allyson Lewis*



# Allyson Lewis

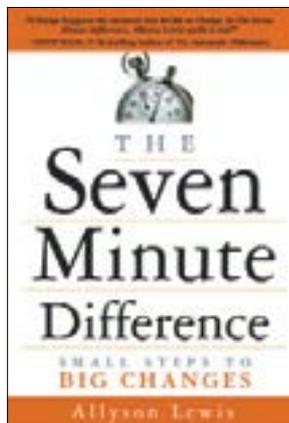
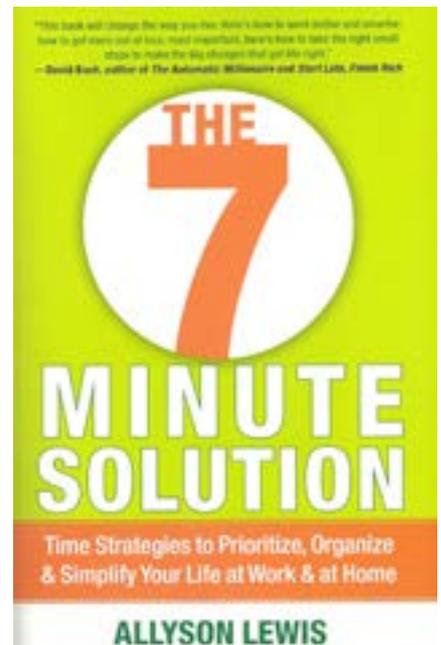
Founder, The 7 Minute Life

Author | Speaker | Trainer | Coach

A renowned time management and productivity speaker, Allyson has spent the last three decades developing and teaching concrete yet actionable business ideas to executives all over the country. Her book, *The 7 Minute Solution: Time Strategies to Prioritize, Organize, & Simplify your Life at Work & at Home* has grown out of Allyson's own search for rekindling her purpose in life.

Author of 3 books, *The 7 Minute Solution*, *The 7 Minute Life™ Daily Planner*, *The Seven Minute Difference*, Allyson has trained thousands of people in cities throughout the country including New York, Los Angeles, San Francisco, Chicago, Houston, Dallas, Orlando, Baltimore, and San Juan. She is frequently asked to host motivational and educational public workshops throughout the country.

Recognized as an opinion leader, Allyson has been a guest on CNN and Bloomberg Information TV – she is a monthly columnist for MorningstarAdvisor.com and has appeared in a broad range of national publications such as Investors Business Daily, The Chicago Sun Times, The Los Angeles Times, Advisor Today and Family Circle Magazine.



## WHO WE ARE

The 7 Minute Life is a company sharing time management, goal setting, communication, and strategic planning ideas, strategies and tools to help you become more deliberate about the life you lead. Time is how you experience life. Your time and your energy are both finite resources. By prioritizing your core values, creating your written purpose statement and establishing your 90-day goals, you can reconnect with life.

## TIME MANAGEMENT STRATEGIES

A strategy is a plan, a method revolving around a series of intentional activities to reach a specific goal. The 7 Minute Life is continually developing new time management tools to prioritize, organize, and simplify your life at work and at home. It is our goal to deliver innovative systems, and processes that are visual, valuable, understandable, and repeatable.

Time management is a skill that is deeply intertwined with how your brain receives and filters information. We believe time management is actual attention management. Moment by moment your attention oscillates based on many factors including: the degree of interest you have in the activity, the clarity of the project, and the number of interruptions. Even more compelling is how lack of sleep, exercise, hydration, and nutrition affect your ability to focus your concentration on your work. Improving time management increases engagement, daily productivity, and revenues.

## THE 7 MINUTE LIFE TIME MANAGEMENT STRATEGY IS A SEVEN-STEP PROCESS:

1. Think
2. Plan
3. Set goals
4. Prioritize and sequence activities
5. Schedule time for action
6. Develop deadlines
7. Start and completely finish each task

## WHAT WE DO

- ▶ Executive Coaching
- ▶ Team Training
- ▶ Two-hour / Four-hour / Full Day / Multiday Life Training
- ▶ Several of our programs have qualified for Continuing Education credits including: Attorneys, Certified Public Accountants, Human Resources, and even Pharmacists
- ▶ Live e-learning courses through The 7 Minute Life University

## TIME MANAGEMENT SKILLS

- Think
- Plan
- Clarify
- Set Goals
- Communicate
- Develop Projects
- Prioritize
- Sequence
- Create a Daily Written Plan of Action
- 5 before 11
- Micro-Actions
- Set Milestones
- Accountability
- Make Decisions
- Start and Completely Finish
- Delegate
- Roles
- Schedule
- Repeatable Processes
- Systems
- Templates
- Checklists
- Repetition

## PERSONAL DEVELOPMENT SKILLS

- Purpose
- Action
- Organize
- Simplify
- De-Clutter
- Attention
- Focus
- Concentration
- Determination
- Imagination
- Innovation
- Perseverance
- Accountability
- Challenge
- Motivation
- Authenticity
- Congruence



## BENEFITS OF COLLABORATING WITH THE 7 MINUTE LIFE

-  The 7 Minute Life is time management training and coaching company delivering proprietary skill sets intentionally built to motivate individuals to re-connect with their full potential in life.
-  Improving time management teaches people how to cut through the noise of being busy to creating a growth mind set with new determination to increase their ability to focus and concentrate on high value activities.
-  Provide written tools, processes, checklists and repeatable systems to reduce the number of decisions individuals make every day. Not having repeatable processes and systems are an incredible waste of time.
-  The system doesn't merely skim the surface of efficient utilization of time but goes deep for those who wish to understand the functioning of the human brain and how change can be made to last.
-  Finally, and we believe most importantly, The 7 Minute Life gives each person the inspiration and knowledge to change their life. A wise man once said, "If you want to be different tomorrow than you are today, then YOU must be different."



# WHAT IS THE 7 MINUTE LIFE?

a time management training and coaching company

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**Why 7 Minutes?** Time management is process of choosing the length of time you will consciously and deliberately focus your attention on a specific activity.

**Attention Span** - Time management is more specifically attention management. Science states adults have attention spans from two seconds to a maximum of twenty minutes. Due to constant interruptions and distractions surveys have shown it is difficult to fully focus your attention for more than seven minutes at a time.

**Goals** - Your corporate and personal goals drive the conscious and subconscious decisions. Goals carry the fuel that drives internal motivation.

**Priorities** - Prioritizing each project or activity is a ranking system you create to place more or less importance for each activity you need to complete. There are "high value activities" and "low value activities". Improved productivity requires focusing on accomplishing more "high value activities".

**The Limited Capacity of Time** - There are 24 hours every day. 24 hours multiplied by 60 minutes equals a total of 1440 minutes per day.

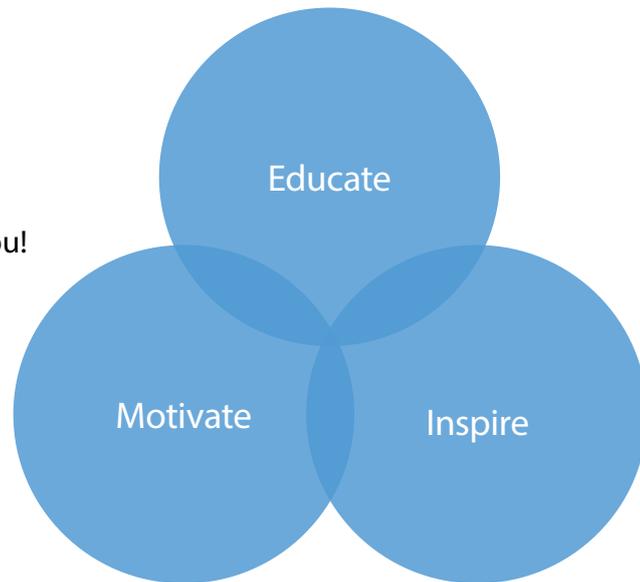
**The 1% Planning Commitment** - One percent of 1440 minutes is 14.40 minutes per day. The foundational philosophy of The 7 Minute Life is to take seven minutes every evening and seven minutes each morning to clarify and prioritize which tasks and activities you will choose to spend your limited number of minutes working on each day.

**Creating Your Written Daily Plan of Action** - Having a written daily plan of action ranks as one of the most powerful time management tools every financial advisor can implement. Taking seven minutes in the evening and seven minutes in the morning allows you time to think and plan which activities you need to accomplish first. Having your daily written plan of action requires you to clarify and prioritize each task and then focus your concentration and attention on accomplishing those tasks.



## OUR PROMISE

What the 7 Minute Life can do for you!



Prioritize, Organize, Simplify. Much more than three words, thousands of lives across the globe have changed for the better.

Prioritize - find out what matters most and what matters least then, choose to finish the tasks on the top of your list.

Organize - take inventory of your current life and be aware of WHERE you are investing your time and WHY. Cut through the chaos and noise.

Simplify - 24 hours are not enough to finish your life mission in a day! Simplify your days by saying yes to things that matter and no to the things that can be handled later.

Attention - Attention management is behavior management. Through understanding brain science called neuroplasticity, you will learn how to create new positive behaviors. What you choose to pay attention to reveals your potential.

Micro-Actions - we share hundreds of 7-minute micro-actions. Tiny actions when repeated create momentum and compound from tiny steps to giant leaps.

"Life is a journey! Journey On." The most powerful benefits your organization will receive are education, motivation and inspiration.





## SPEAKING. TRAINING. COACHING.

time management   goal setting   team communication   strategic planning

-  Allyson Lewis worked as a financial advisor from 1982 until 2012 building a large and successful business. During her 30 career Allyson developed ideas, training, and tools that
-  Live and online eLearning available all across the country using PowerPoint scripted slides that you are free to modify and change, so long as our copyrights remain in place.
-  Multiday High Level Interactive Training. This program is designed as a two to four day program with facilitated peer-to-peer experiential learning. Participants will create a personalized practice management business model that is visual, valuable, understandable, and repeatable.
-  We offer follow up training through The 7 Minute University. This is our online learning management system platform which includes training videos designed to the topics of time management, productivity, goal-setting, practice management, strategic leadership, and the science of behavioral
-  Offering co-branded versions of relevant time management and practice management tools created by The 7 Minute Life

The 7 Minute Life is built on the foundation of time. There are 24 hours in a day broken into 1440 minutes. Rather than making mindless decisions regarding how you will spend your next 1440 minutes, we want you to take 1% of your time fourteen minutes which breaks down into two seven minute segments, 7 minutes in the evening and 7 minutes in the morning, to create a written daily plan of action.



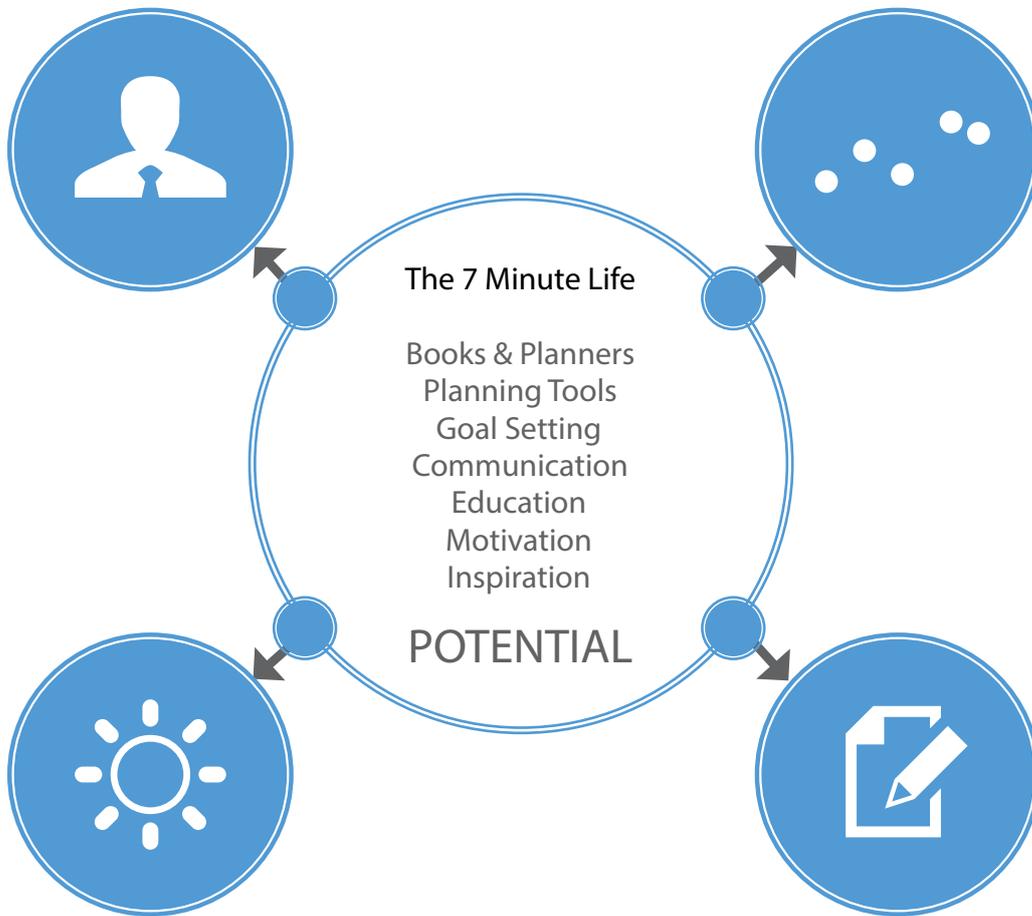
# PRODUCTIVITY TOOLS

## The 7 Minute Life Daily Planner

The 7 Minute Life Daily Planner gets rid of all your to-do lists and helps you find what elusive 'balance' in life. This is a TO-BE list! This bestselling tool gives you the power to organize and control your work, home and health!

## Micro-Actions®

The Micro-Actions® Workbook gives you over 100 micro-actions. Small action steps that take less than seven minutes to complete creating positive behavioral improvement in your work and family life!



## 5 Before 11

The 5 Before 11 is our life changing idea and tool that has transformed thousands of lives globally. This makes you accomplish 5 of your high value tasks each day before 11 am! And when others are still figuring out what to do on a given day - you are already resting easy and finishing other routine tasks!

## 90 Day Goals

The 90 Day Goals are a powerful way to keep your bearing right as you go through your daily tasks and lists. Just the way seasons change four times a year, we know it for a fact that you can be a completely different person every 90 days. This tool allows you to be whoever you want to be in 90 days by taking measured steps each day to get there!



## THE 7 MINUTE LIFE GROWTH INITIATIVES

**THE 7 MINUTE LIFE UNIVERSITY:** Seven Minutes Inc. has been working on the roadmap to launch The 7 Minute Life University for people of all age groups and qualifications. We have partnered with ScholarLMS, a market leading eLearning platform for the launch of the university and we are excited about the prospects.

**QUARTERLY LIVE TRAINING EVENTS IN JONESBORO, AR AND/OR CHICAGO, IL**  
Live training events allow for facilitated learning. Rather than attending lectures, these two to three day live events allow participants to leave with their personal tools, timelines, goals, activities to reach each goal and newly shaped cognitive models to increase production revenues and re-engage the participants with their daily work.

**STREET TEAMS EXPANSION:** The 7 Minute Life Street Team members are driven self-propelled individual spreading our message to other people out of their own desire to do so. We were deeply moved when we heard back from some of our community members telling us they were so touched by our message, they wanted to spread it to other people. That is how The 7 Minute Life Street Team was born.

**SHARE HOPE 7 :** Share Hope 7 is a charitable fund established through the Craighead County Community Foundation. This philanthropic service initiated by Seven Minutes Inc. will touch thousands and give them the means to get their hope and thus their lives back. Ten percent of net profits will be donated to The Share Hope 7 Charitable Fund.

Allyson Lewis's personal mission is to share a message of hope. Grants will focus on: water, food, education and animals.



## Our Core Values

**Time** – Time is life. We are a time management and productivity company helping people and businesses organize their lives. Life is experienced in minutes not in years. We value the time of our clients and our “7 Minute” community members. We thrive on the challenge that time cannot be managed, only individual decisions can be chosen.

**Purpose** – Reconnecting with your personal priorities and rediscovering your purpose in life are two of the foundational elements of The 7 Minute Life. Once you know your priorities and your purpose, you can make clear, deliberate choices about how you will structure how you will allocate your time and attention every day. We believe our purpose is: serving the world around us, using our knowledge, gifts and talents to change the world, and we believe love is the foundation of purpose.

**Growing & Learning** – Trees grow throughout their lives. Humans are designed to grow and learn. You can be different tomorrow than you are today. Every new idea you learn makes you a different person in a subtle, yet significant, way. We stand for the value of continual learning. Our books, blogs, webinars, planning tools, coaching, consulting, speaking events and retreats are focused on the delivering concrete ideas that will help you learn and be the person you want to become.

**Innovation and Entrepreneurial Spirit** – Combining science, technology and repeatable systems – “7 Minutes” works to deliver, the Who, What, Why, How and When of living a purposeful, productive and meaningful life. Our ideas are grounded on the idea that the human brain is plastic or changeable which is known as the science of neuroplasticity.

**Happiness** – “If you cannot make them laugh, you cannot make them learn!” No it is NOT a quote by anything but we got you going, didn't we! Happiness matters more than we acknowledge. Everything draws relevance from happiness – fulfillment, purpose, meaning, freedom...the adventure of live can be traced back to each person's innate desire to be happy and filled with joy.

**Hope** – Hope is shaped by deep feelings of positive expectation. Hope is grounded in belief. Hope dares us to take the next step forward in life, it fills us with passion and a burning desire to share love and gratitude with the world around us. Hope changes lives.

**Faith** – The 7 Minute Life is a faith-based organization. Because of faith, you seek a better life—a life filled with purpose and meaning—and you trust that it exists. Faith compels you to look beyond yourself, to reach out to others, to give of your time, energy, and love – with faith anything is possible.



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#ShareHOPE<sup>7</sup>