

# Time Mastery and the Focus Funnel

Recast Leadership Cohort

*Thursday, July 10, 2025*



RECAST SOFTWARE

 **BILL ZIPP**

# Recast Leadership Cohort

## Group Meetings *Monthly*

Focused on a critical leadership topic, like executive presence, cross-functional communication, team member development, with field work following each session.

## One-on-One Coaching *After Group Meetings*

Focused on applying the content of our group meetings to your specific context and individually working through the field work that is assigned in the group meeting.

**Group Meetings:** Thursday, May 8, June 12, July 10, September 11, October 9, and November 13 all at 7:00 AM Pacific

Before a Senate sub-committee in 1967, experts predicted that in 20 years, due to advances in technology, Americans would work just 22 hours a week—27 weeks a year—and retire at age 38.



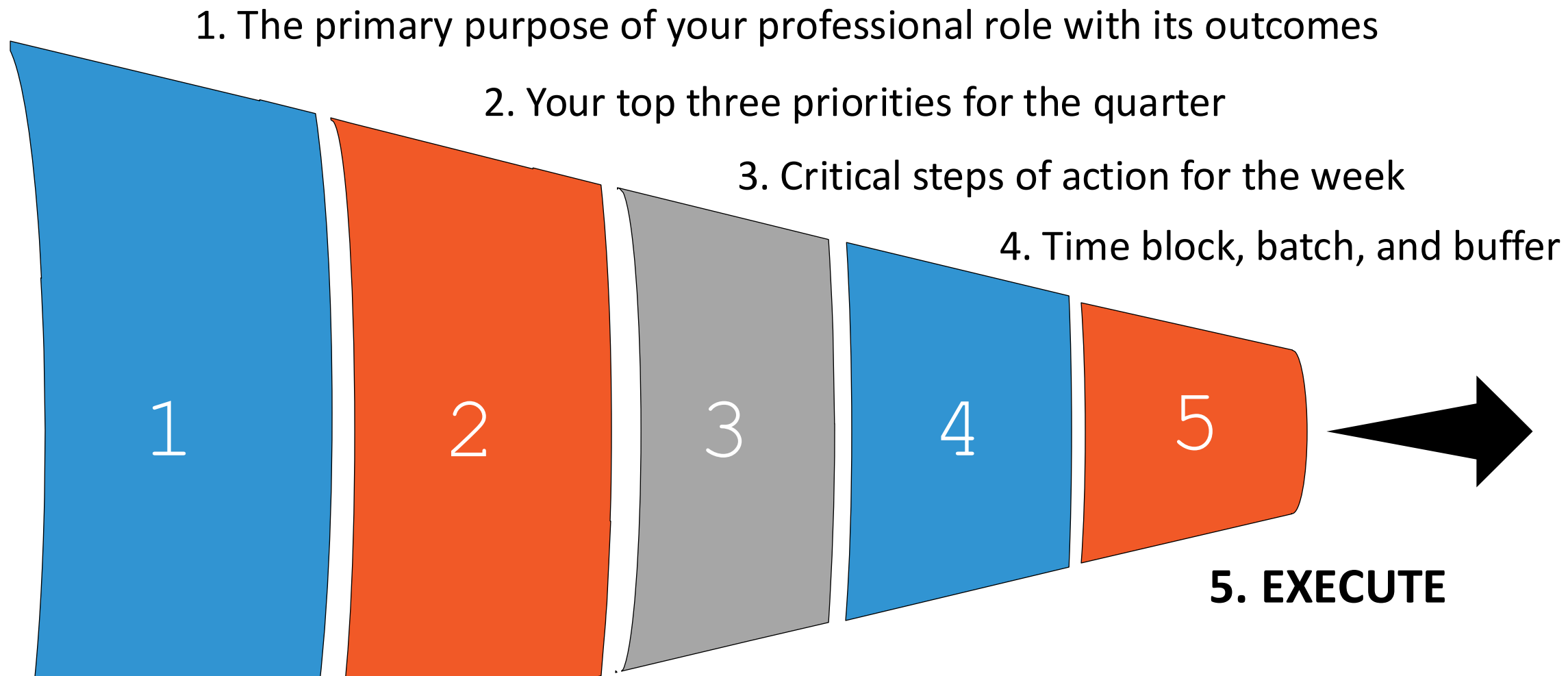
# Time Mastery: Two Foundational Truths

Due to advancements in technology, there is always more to do than we have time to do it. We live in a world that's always on, 24/7/365.

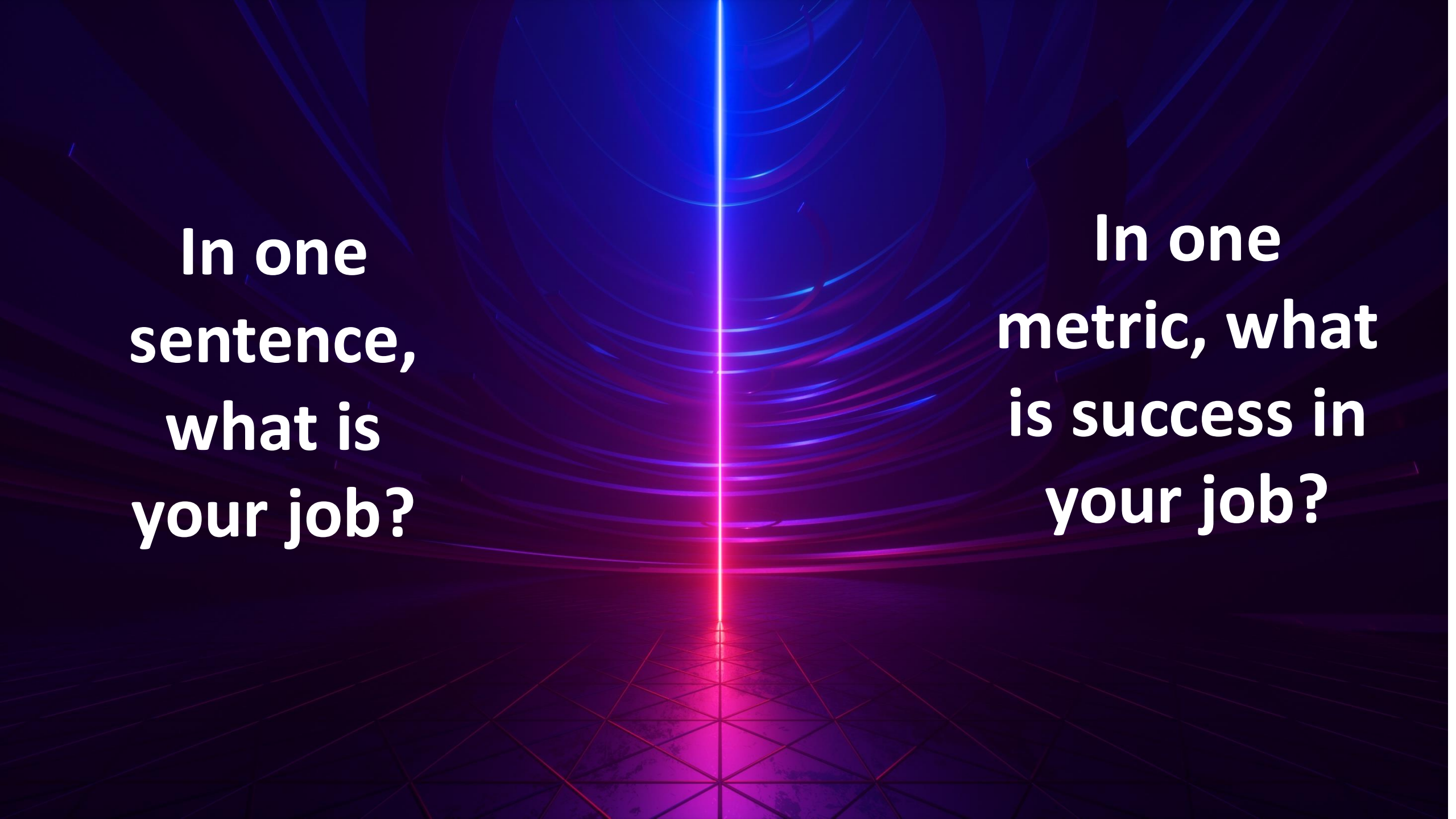
Admitting this reality is the first step to time mastery.

***We will never get everything done!***

The next step in time mastery is sorting out *more important* things from *less important* things on our list. Then sorting out *the most important* things from *more important* things **and getting them done.**



# The Focus Funnel



**In one  
sentence,  
what is  
your job?**

**In one  
metric, what  
is success in  
your job?**



# Staying Focused Every Quarter

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A fifty-two-week marathon is too long a period of time to sustain focus and intensity. Three months gives you a clear finish line you can sprint to every quarter with urgency and intensity.

**What are the top three priorities for you to pursue in the next three months?**

# Staying Focused Every Week

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Schedule a recurring meeting with yourself where you review your *Focus Funnel* and identify top **top ten** action items for you to accomplish in the next seven days, the most important things of the most important things.

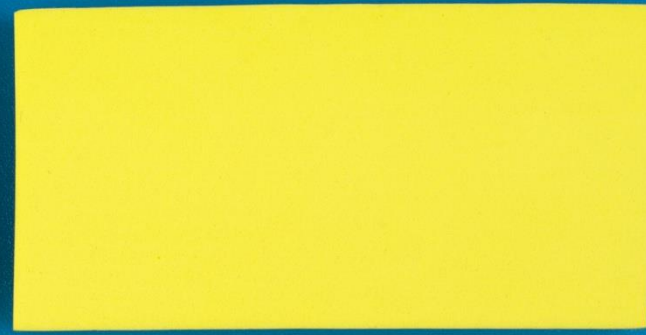
**What is the day and time you've chosen for this meeting?**



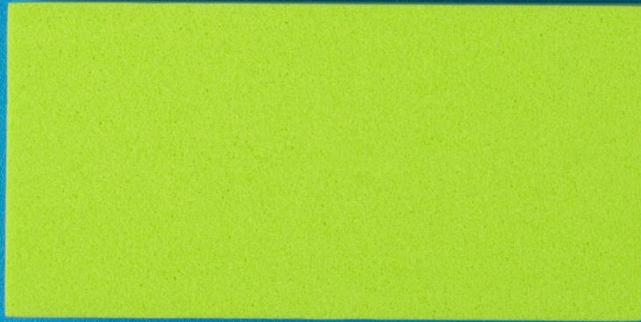
URGENT

NOT URGENT

IMPORTANT



NOT IMPORTANT



A close-up, artistic photograph of a clock face, showing the numbers 10, 20, 25, 30, and 55. The clock has a textured, metallic appearance. The image is torn at the top and right edges, revealing a white background. The title 'Staying Focused Every Day' is written in a bold, orange, sans-serif font at the top right.

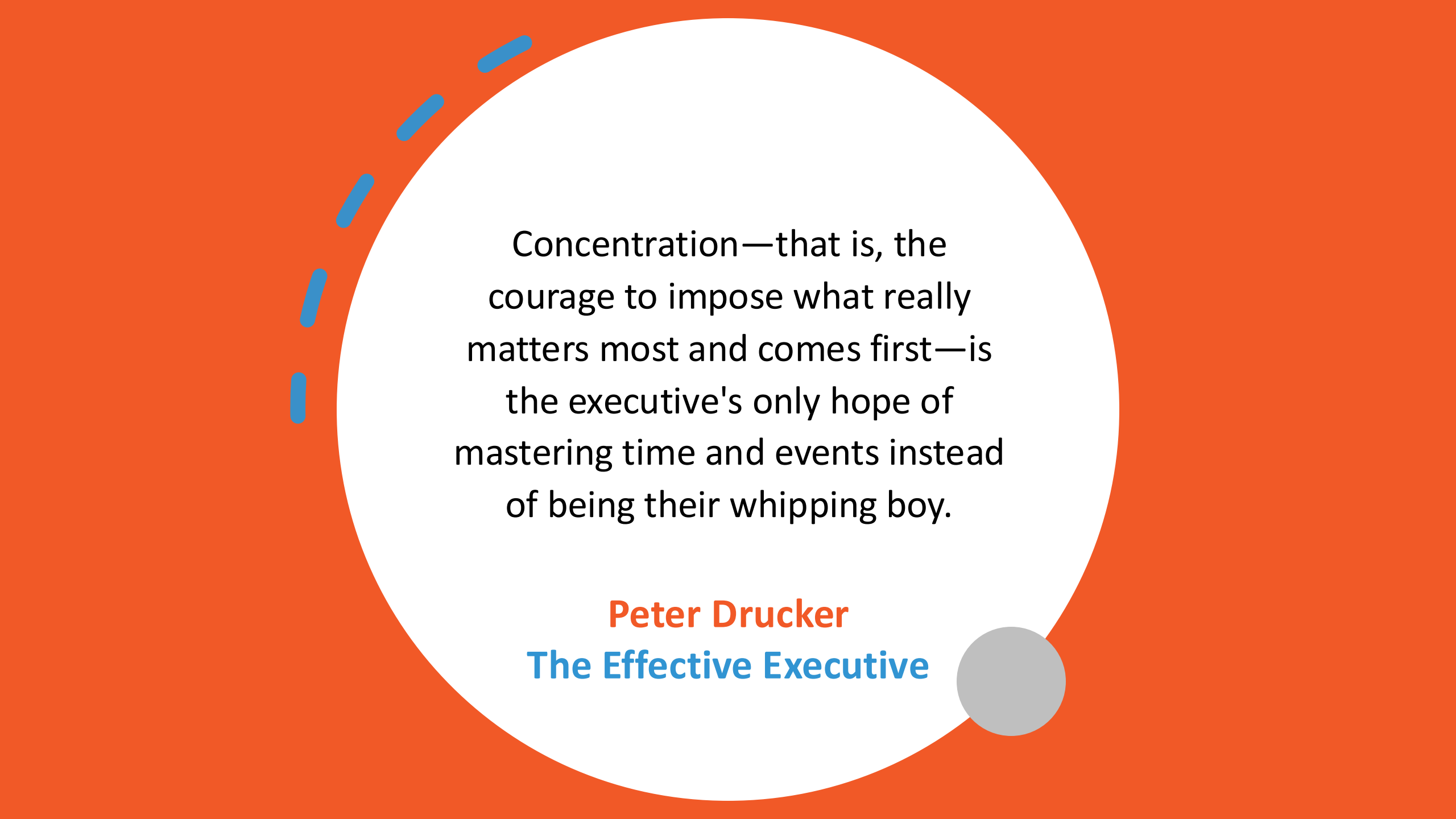
# Staying Focused Every Day

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**Time blocking** schedules the activities of the *Focus Funnel* in your calendar for the day, like a doctor's appointment. Have at least one time block per workday for laser like focus on your top priorities.

**Batching** completes similar tasks together at one time between time blocks. Instead of email interrupting you all throughout the day, batch email in two or three sessions a day for greater efficiency and effectiveness.

**Buffering** filters out activities that do not fit in your *Focus Funnel*. Delay them to another time, defer them to another person, or decline them graciously.



Concentration—that is, the courage to impose what really matters most and comes first—is the executive's only hope of mastering time and events instead of being their whipping boy.

**Peter Drucker**  
**The Effective Executive**

# Quiz Question One

What is the average number of hours per month that today's corporate employee spends in meetings?

- A. 39 hours per month
- B. 59 hours per month
- C. 79 hours per month**
- D. 99 hours per month

## Quiz Question Two

Since the COVID 19 shutdowns, corporate employee time spent in meetings has ...

- A. Decreased by a third
- B. Stayed about the same
- C. Increased by two times**
- D. Increased by three times

# Quiz Question Three

Business meetings occurring in multiple time zones has risen 8% since 2021 to:

- A. 15 percent of meetings
- B. 20 percent of meetings
- C. 25 percent of meetings
- D. 30 percent of meetings**

# Quiz Question Four

What's the number one complaint employees give about the meetings they must attend?

- A. I didn't need to be at this meeting.**
- B. This meeting didn't have an agenda.
- C. This meeting didn't start on time.
- D. This meeting went too long.



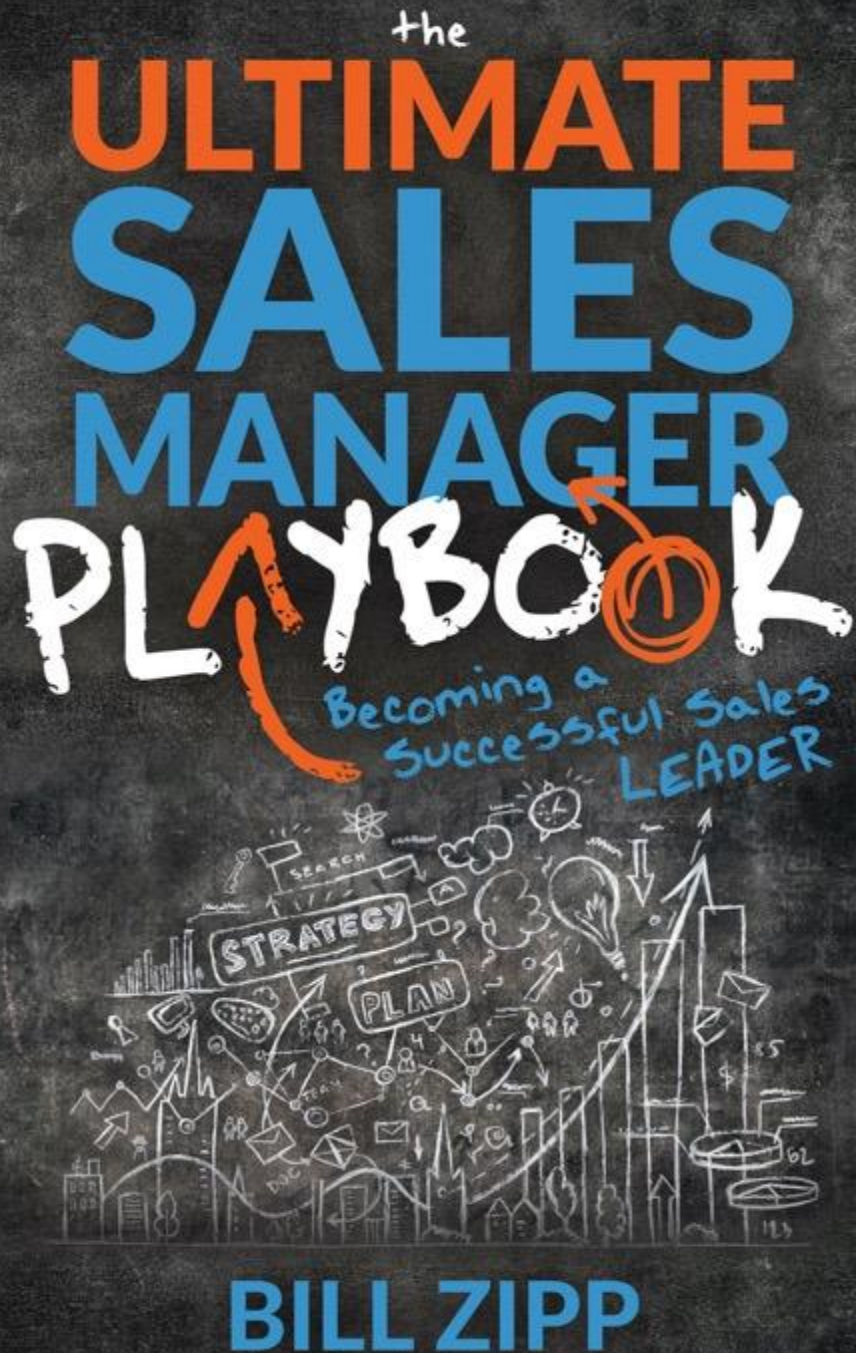
# John Anner, CEO

## Dream Corps

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- Meetings are just 45 minutes long (or shorter).
- Meetings start on time and end on time.
- Every meeting has an agenda. No agenda, no meeting.
- No one goes to a meeting who doesn't need to be at that meeting.
- At the beginning of a meeting, the leader spells out the goals for the meeting *and sticks to them*.
- At the end of the meeting, participants go back through the agenda to review what needs to get done before the next meeting.

***“It gives me at least ten extra hours a week.”***



# Recast Leadership Cohort

September 11, October 9, November 13

## Do these three things:

1. Complete the field work at the link sent to you by email.
2. Schedule your coaching session with Bill or you mentor.
3. Read the eBook, *The Five Laws of Lasership*.

**Your Dedicated Web Resource Page:**

<https://billzipp.com/recastleadershipcohort/>



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