

WITH 36 YEARS OF EXPERIENCE
AND 1,000+ CASES



IT'S YOUR TIME:
MASTERING SELF-
MANAGEMENT FOR
BUSINESS SUCCESS

BY DOUG CONSTABLE

The Value of Time

Life teaches us to make good use of our time, while time teaches us the value of life.

In business, how you spend your hours determines your results. Every successful business owner eventually realises: there is always a smarter way to use time.

Time is not just about scheduling meetings or crossing off to-do lists. It's about self-management – ensuring that your energy and focus are invested where they have the biggest impact.



What Stands in the Way Becomes the Way

As we move past turbulent years, one thing is clear: the way you use your time directly affects your ability to adapt, survive, and grow.

Ask yourself:

- Are my daily habits aligned with my long-term business goals?
- Am I investing time in strategy or just “busy work”?
- Do my tools and apps make me more productive, or just more distracted?

Many business owners mistake time management for productivity. But real productivity comes from managing yourself within the time available, not juggling endless tasks.





Did You Know? The Myth of Multitasking

Multitasking is one of the biggest lies in business productivity. Science shows that task-switching reduces efficiency by up to 40%.

When you try to do everything at once:

- Mistakes increase
- Focus drops
- Stress rises
- Creativity suffers

Your brain is not wired to handle multiple important tasks simultaneously. Single-tasking, or focusing deeply on one task at a time, is far more effective.



It's About Your Time – The Self-Management Advantage

True efficiency begins with self-management. This means regulating your emotions, energy, and focus so you stay in control of how you spend your hours.

Benefits include:

- Better decision-making
- Reduced stress and improved health
- Greater problem-solving ability
- Higher confidence
- Stronger leadership presence

When applied to teams, self-management fosters accountability, innovation, and improved staff retention. A self-managed team works towards outcomes, not just ticking boxes.

Singletasking: The Optimal Use of Time

The fastest way to do many things is to do one thing well. Singletasking means:

- Deep focus on one activity at a time
- Reduced distractions
- Stronger attention span
- Higher-quality results

Key benefits of singletasking:

- Conserves energy and increases productivity
- Promotes deep work and stronger discipline
- Strengthens resilience against distractions
- Improves relationships and communication
- Boosts happiness and creativity

Simply put: If time is money, spend it wisely.



Time's Up – Rethinking Productivity

The biggest challenge in modern business isn't a lack of time – it's impatience and distraction.

By slowing down, focusing, and prioritising, you'll actually get more done, with less stress.

Deep work, combined with consistent breaks and good self-care, leads to better results than constantly “being busy.”



Conclusion: Make Time Work for You

Self-management and singletasking aren't quick fixes. They take practice, patience, and daily discipline. But once mastered, they transform not only your business, but your health, relationships, and long-term success.

Remember: it's not about how many hours you work, but how effectively you use them.

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