

In coaching conversations, “time” comes up again and again.

Sometimes it’s the goal itself.

Sometimes it’s a means to achieve something else.

Sometimes, when nothing is working, it’s the place we return to.

And almost inevitably, we hear the same phrase:

“I don’t have time.”

We all have the same 24 hours in a day. That doesn’t change.

So what does “time management” actually mean?

We fill our calendars.

Meetings, deadlines, reminders.

We block time, set notifications, use apps—and now even AI helps us optimize our schedules.

And yet, somehow, we still feel busy.

Why?

Because time itself is not something we can manage.

Time doesn’t listen to us. It doesn’t slow down or speed up on command. Trying to “manage” something we can’t control is, in itself, a losing game.

So what *can* we manage?

Our attention.

Where we place our focus.

What we choose to engage with.

That is within our control—and it’s what ultimately shapes how we experience time.

I don’t have a magic formula for time management.

But I can share a few practical ways to manage your attention more effectively.

There are two approaches: **what you do** and **how you are**.
Let's start with "what you do."

1. Take Care of Your Condition

This may sound basic, but it has the biggest impact.

Modern life is full of traps that drain our energy—long hours, lack of sleep, too much screen time, not enough movement.

If you're not sure where to start, start with sleep.

Aim for 7–8 hours consistently.

No matter how busy you are, don't cut your sleep.

If you want to perform at your best, sleep is not a sacrifice—it's a requirement.

To put it bluntly, if you're trying to succeed by cutting sleep, you might have better odds selling your soul to the devil.

Cutting sleep rarely delivers the results or efficiency we expect. You might get away with it in your 20s—for a while—but it's not sustainable, and the cost adds up.

Once your sleep is stable, look at nutrition and movement. There's no one-size-fits-all answer here. The key is to understand what helps *you* function at your best—and make that your baseline.

2. Use Your Golden Hours

Do you know when you are at your best?

For me, it's between 10 a.m. and noon. That's when my thinking is sharpest and my creativity is highest.

Use that time for:

- High-priority work
- Deep thinking
- Strategy and planning

And avoid things like email or routine tasks.

It's tempting to start with the easy stuff—but that's often a missed opportunity.

One leader I worked with began blocking her "golden hours" and turning off all communication during that time. Something she once struggled with—strategic thinking—became one of her strengths.

3. Manage Your Screen Time

Our devices are incredibly useful—and incredibly distracting.

Relying on willpower alone is tough (I say this from experience).

So start with simple boundaries:

- One hour before bed
- One hour after waking

Make those screen-free.

Also, notice when you reach for your phone “just because.”

Instead, try replacing that habit with something else—taking a walk, having tea, or simply pausing.

Small shifts here can create more space than you expect.

4. Don't Just React—Choose

Work doesn't come at us in a neat, orderly way. Tasks, messages, and requests come from all directions.

If you respond to everything, you can end up spending your entire day reacting—and still not touch what really matters.

It starts to feel like a game of Space Invaders: things keep coming at you, faster and faster, and no matter how much you shoot down, it never really ends.

The key is not to react—but to choose.

Choose what matters most.

Start there.

And sometimes, the highest priority might even be to pause and reset.

That, too, is a decision.

5. Train Your Focus (Mindfulness)

In today's environment, focus doesn't just happen.

If anything, it naturally declines unless we actively work on it.

So it's helpful to think of focus as something you train.

There are many ways to do this, but one of the most effective I've found is mindfulness meditation.

I know—it's not everyone's favorite idea.

But with practice, it becomes easier to notice where your attention is—and to bring it back when it drifts.

There are plenty of guided resources available now, so you can find an approach that works for you.

You don't need to do all of this at once.

Start with just one.

Even a small shift can make you feel like you're using your time differently.

(In reality, you're learning to manage yourself more effectively.)

So—where will you start?

If you're interested in developing your leadership, strengthening your presence, and learning how to bring out the potential in others through coaching—

Why not start with a conversation?

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Please also follow us on [Instagram](#) and [LinkedIn](#).