

The Value of Time

What's so special about time?

"Time is precious. You can't get back the time you wasted yesterday. Those who can extract value from their excess time will make a huge impact on their business." People create, deliver, and sustain value for the enterprise. A key aspect of value creation and delivery is maximizing the employee's productive time.

Imagine if there were a bank that credits your account each morning with \$86,400, and carries over no balance from day to day. Every evening it deletes whatever part of the balance you failed to use during the day.

What would you do? Draw out all of it, of course.

Each of us has such a bank. Its name is Time. Every morning, it credits us with 86,400 seconds. Every night it writes off, as lost, whatever of this we have failed to invest to good purpose. It carries over no balance. It allows no overdraft.

Each day it opens a new account for us. Each night it burns the remains of the day. If we fail to use the day's deposits, the loss is ours.

There is no going back. There is no drawing against "tomorrow."

We must live in the present on today's deposits. Invest it so as to get from it the utmost in health, happiness, and success. The clock is running. Make the most of today.

- To realize the value of **TEN YEARS** - Ask a newly divorced couple.
- To realize the value of **FOUR YEARS** - Ask a graduate.
- To realize the value of **NINE MONTHS** - Ask a mother who gave birth to a stillborn.
- To realize the value of **ONE YEAR**, ask a student who failed a grade.



- To realize the value of **ONE MONTH**, ask a mother who gave birth to a premature baby.
- To realize the value of **ONE WEEK**, ask the editor of a weekly newspaper.
- To realize the value of **ONE HOUR**, ask two lovers who are waiting to meet.
- To realize the value of **ONE MINUTE**, ask a person who missed the plane.
- To realize the value of **ONE-SECOND**, ask a person who just avoided an accident.

- To realize the value of **ONE MILLISECOND**, ask the person who won a silver medal in the Olympics.

