

“It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you’ll do things differently.” Warren Buffett

# DIAMONDBACK CONSULTING INC



**A Service Disabled Veteran Owned Small Business**

## What are you doing with your time? Part One

As a much younger man, I chose to serve the nation first in the Army and then in the Marine Corps. I started with the idea that I would serve my country for 3 years, and that somehow turned into 22 years. No regrets.

It seems that time flies when you’re having fun or serving the nation. Time really flew for me since I loved what I was doing. The Army and Marine Corps are two very different organizations, but I can say from experience that in one aspect they are very similar: At the end of the day when we were not in the field training, my buddies and I would decide to “Go out to town to have a few.” This usually involved more than a few, and there were times when my head was not very happy with me the next day. Ah, the days of being young, dumb, single, and thinking I had lots of time.

After a while, it occurred to me that I was not using my time very wisely. So I decided to go to night school and pursue a college degree. I took a lot of ribbing from that guys about going to class at night, staying in the barracks studying, reading books and writing essays. It took almost 10 years, but I finally achieved the degree I sought. I missed quite a few nights out with the guys, but I chose to use my time differently in order to achieve a goal. Looking back, I think I used my time wisely. The funny thing about time is that it cannot be changed, saved, held back, extended, or repeated no matter how much money you make, where you live, or what race, creed color, or religion you happen to be.

Everyone on this earth is given the same amount of time every day—24 hours. Time is the great equalizer of people because no matter who you are or what your circumstances happen to be, nobody gets more time. Even the richest person in the world cannot buy one more minute of time. Because time is the great equalizer, it is the choices we make when deciding what to do with our time that make the difference in our lives.

I did a little math and figured out that each year has 8,760 hours. I sub-

tracted 8 hours for sleep, 8 hours for work, accounted for weekends, the standard holidays Americans enjoy and took time out for vacation. I figured 4,832 hours a year are dedicated those activities. This means that 3,928 hours a year are not dedicated to anything; I call this spare or discretionary time. I was surprised to see how much time we really have during the year. A lot of people say they do not have any spare time.

Taking this one step further, I figured that in a 40 year period there are 157,120 hours of discretionary time that you control. This is a lot of time.

We are all given 24 hours each day, no more and no less, unless it is your end of time. However, your time is the one thing you have absolute control over, and you decide what you will do with your time. It is your choice.

Since we are in control of our discretionary time, it stands to reason that we are the only ones who can steal time from ourselves based on the choices we make. Remember, from age 25 to 65 you have 157,120 hours of discretionary time that you control.

So what you achieve in life is based on what you decide to do with your time. It is that simple.

In part 2 we’ll continue to explore our time.

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**Question of the week:** In this recession, are you or is your company spending more money on advertising and marketing?

**If you are spending more that select YES**

**If you are spending less or the same select NO**

The results will be published in the next newsletter. While not scientific, it is a gauge of what companies are doing.

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