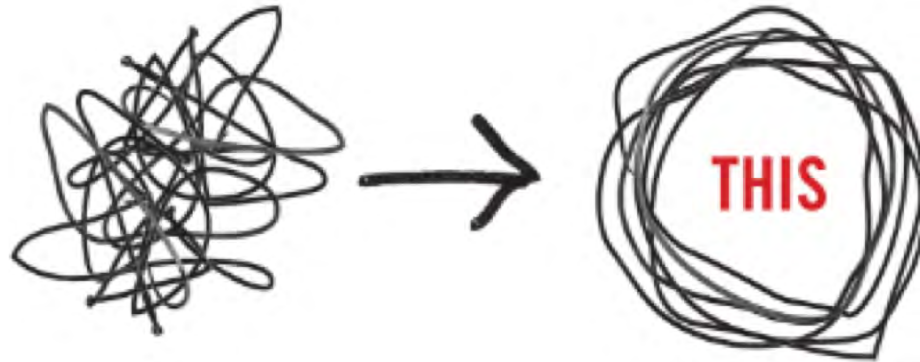


Part 1: Practical Time Management Strategies.

Tyler Hoffman // Digital Solutions Consultant

The Vision.



The Vision: Essentialism.



The Vision: Essentialism.

Removing “non-essentials”...

- Non-essential tasks
- Non-essential engagements
- Non-essential information

...to focus on what **is essential**:

- *“What can I and only I do, that if done well, will make a real difference?”*



The Plan: Big Rocks First.



The Plan: Eat that Frog.

Plan, Prioritize and Complete your **most essential** tasks first.

“There is never enough time to do everything, but there is always enough time to do the most important thing.”



The Tools.



Doodle

LastPass...



grammarly.com

Eat that Frog: Upgrade Your Key Skills

“With practice , you can learn any behavior or develop any habit that you consider either desirable or necessary.”



Lynda.com Online, Self-Paced Learning

- Video-based online learning for hundreds of topics
- Free for CWRU faculty
- Available for computer, smartphone and tablet

→ case.edu/utech/lynda



lynda.com

Unlocking CWRU Account.

- help.case.edu → reset forgotten password
- IT Service Desk → **216.368.HELP (4357)**



Grammarly Improve Grammar and Spelling

- Browser plug-in for checking grammar and spelling online
 - Improves document and email proofreading in Microsoft Office
 - Basic account is free
- [grammarly.com](https://www.grammarly.com)
- [Lynda.com training video](https://www.lynda.com/training/video)



grammarly.com

Grammarly Check Grammar and Spelling Online

The screenshot displays the Grammarly web editor interface. At the top, there is a rich text editor toolbar with various icons for bold, italic, text color, background color, bulleted list, numbered list, quote, link, unlink, table, insert, and user profile. Below the toolbar, the text area contains three paragraphs of sample text. The third paragraph has the word "from" highlighted in green, indicating a grammar error. A tooltip box is open over the word, displaying the error "Confused preposition" with a red arrow icon. Below the error message, there are two buttons: "CORRECT WITH GRAMMARLY" and "IGNORE". At the bottom left of the editor, there is a "Word count: 97" indicator.

It doesn't matter what you write, it's important to check your grammar and your typo before you begin to hit the publish button. This is so true for authors because your writing is the main focus of your brand.

Imagine what your readers think when they notice that your sentences sound awkward because of the wrong grammar. And they dismiss you for being unprofessional because you don't even double check that you have typos in your writing.

But then again, grammar mistakes and typos tend to slip **from** the radar despite our best effort. And we do

Confused preposition →

CORRECT WITH GRAMMARLY ✕ IGNORE

Word count: 97

Eat that Frog: Plan Every Day in Advance

“The most sophisticated Outlook system , computer app, or time planner is based on the same principle . It is based on your sitting down and making a list of everything you have to do before you begin.”



Wunderlist Create a Better To-Do List

- Create lists of tasks that sync across all of your devices
 - Set reminders and due dates
 - Create sub-tasks
 - Invite collaborators
 - “Add to Calendar” feature
- wunderlist.com
- [Lynda.com training video](#)



Wunderlist Create a Better To-Do List



Eat that Frog: Use the ABCDE Method

- | | |
|----------|---|
| A | A task that will yield very positive or negative results if you fail to do it.
<i>(Multiple A tasks? Sub-organize by A1, A2, A3, A4, etc.)</i> |
| B | A task that may leave someone unhappy or inconvenienced if you don't do it. |
| C | A task that is nice to do but lacks consequence. |
| D | A task that you can delegate to someone else. |
| E | A task that you can eliminate all together. |



Eat that Frog: Prepare Thoroughly Before You Begin

“The cleaner and neater you organize your work area before you begin, the easier it will be for you to get started and keep going.”



OneNote Organize Your Information

Microsoft OneNote

- Access it everywhere
- Content clipper for web browsers
- Organize notes into binders, sections and pages
- Easily add content from other Microsoft programs (e.g., Word, PowerPoint)
- Search all of your notes and clips from one field
- Transfer from Evernote to OneNote → onenote.com/import-evernote-to-onenote
- [Lynda.com training video](#)



OneNote Organize Your Information

The screenshot displays the Microsoft OneNote application interface. The title bar at the top reads 'OneNote'. Below it is a ribbon with tabs for 'Home', 'Insert', 'Draw', and 'View'. The 'Home' tab is active, showing a font face of 'Calibri' and size '11'. The ribbon includes options for bold (B), italic (I), underline (U), and text color (A). There are also icons for bulleted list, numbered list, link, and checkmark. To the right of the ribbon are icons for 'Camera' and 'Picture'.

Below the ribbon is a horizontal navigation bar with tabs for 'Contacts', 'Shop', 'Research', 'Travel', 'Money', 'Recipes', 'Store', 'Nutrition', 'Writing', 'House', 'Entertainment', 'General', 'Reading', 'Unfiled Notes', and 'Quick Notes'. The 'House' tab is selected.

The main content area shows a note titled 'Landscaping' dated 'Tuesday, July 28, 2015' at '1:05 PM'. The note is organized into several sections:

- Landscaping**: Front yard: White clover for lawn thyme
- Contacts**: Carpet cleaning (Call John) Did Sarah's floors with great results Crawlspace, insulation, pests
- plants**: Consider bamboo for privacy Lilac bush...
- Maintenance**: Furnace - every 4-5 years (next maintenance: 2016) Furnace filter cleaning...
- Projects**: A hand-drawn diagram of a lawn area with a circle in the center and the word 'lawn' written next to it.
- Plants to buy**: Zoysia grass for lawn?

Two tables are present in the note:

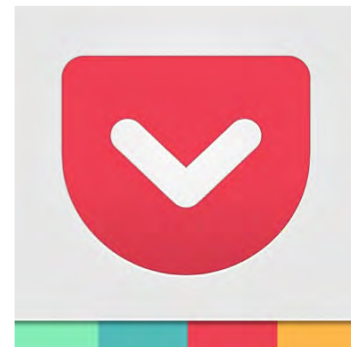
Flower	Season	Water Needs
Coneflower	Summer	low
Daisy	Summer	medium
Crocus	Spring	high

Flower	Season	Water Needs
Coneflower	Summer	low
Daisy	Summer	medium
Crocus	Spring	high

The Windows taskbar at the bottom shows the search bar 'Search the web and Windows', several application icons (including Internet Explorer, Mail, Photos, and OneNote), and the system tray with the date '12/23/2015' and time '12:38 PM'.

Pocket Organize Your Reading

- Works inside your web browser
 - App for smartphone and tablet
 - Save articles, websites and more with one click
 - Tag for easy reference
- getpocket.com
- [Lynda.com training video](#)



Pocket Organize Your Reading

The screenshot displays the Pocket app interface. At the top, there is a navigation bar with a grid icon, a document icon with a plus sign, the 'pocket' logo, and a search bar labeled 'Search by title or URL'. Below the navigation bar, the main content area is organized into a grid of six article cards. Each card features a title, a thumbnail image, and the source website.

- Card 1:** Title: "Record crowds flock to Dutch Masters in New York". Image: A man in a blue shirt looking at a framed painting. Source: blink.htcsense.com.
- Card 2:** Title: "Beyoncé To Perform At 2014 Grammy Awards, Readies Surprise 'Moment' For Show:". Image: Beyoncé performing on stage. Source: bbtimes.com.
- Card 3:** Title: "Spark shows how to build a Nest-like, open source thermostat". Image: A blurry image of a thermostat. Source: engadget.com.
- Card 4:** Title: "The Internet of Things isn't safe: thousands of smart gadgets hacked to send spam". Image: A blurry image of a smart device. Source: engadget.com.
- Card 5:** Title: "For Pork-Lovers, the Good Stuff's in Back". Text: "Venture deep into Buon Italia and you'll be rewarded with killer slow-roasted pork: The meat counter at the back of this well-stocked Italian grocery in Chelsea Market turns out super porchetta, sliced to order and clad in crunchy brown skin that one Chowhound calls 'pork candy.'" Source: chow.com.
- Card 6:** Title: "Sundance: 'Laggies' Sam Rockwell Sets 'The Eel' To Reunite With 'Way Way Back'". Image: A film strip with the name 'Mike' visible. Source: deadline.com.

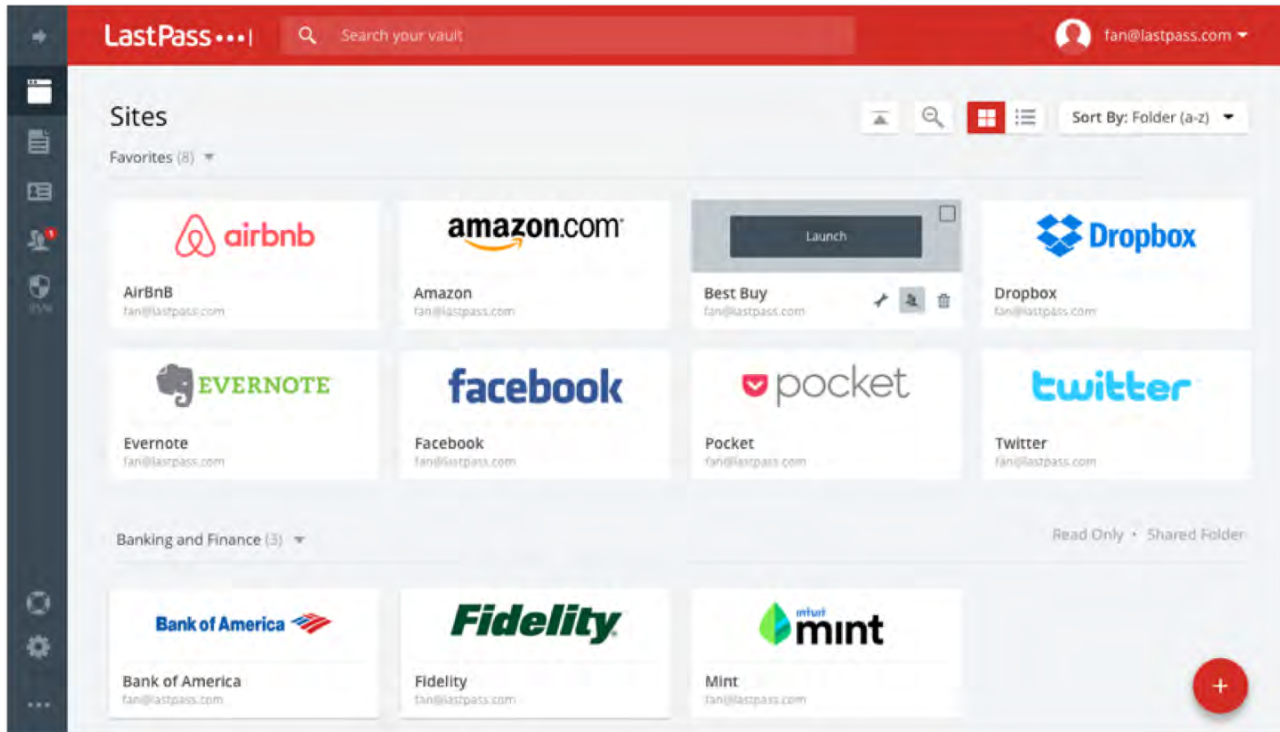
LastPass Organize Your Passwords

Your personal password vault

- Store passwords across browsers, phones and tablets
- Increases security
- Free account
- lastpass.com
- [Lynda.com training video](#)

The LastPass logo features the word "Last" in black, "Pass" in red, and three red dots followed by a vertical bar.

LastPass Organize Your Passwords



XMarks Organize Your Bookmarks

Synchronize your bookmarks across devices

- Supports all browsers
- Mobile app
- Offers categories for further organizing
- TIP: In Chrome, turn off built-in bookmark sync

→ xmarks.com



Eat that Frog: Technology is a Terrible Master

"I realized that, just because somebody sends me an e-mail [or meeting invitation], it does not mean that they own a piece of my life."



Email Stopping before it Starts

- Create an email account (without notifications) just for user accounts, promotions, etc.
- Find the “unsubscribe” link at the bottom of e-newsletters.
- Overwhelmed? Consider unroll.me for personal accounts.



unroll.me Stopping before it Starts

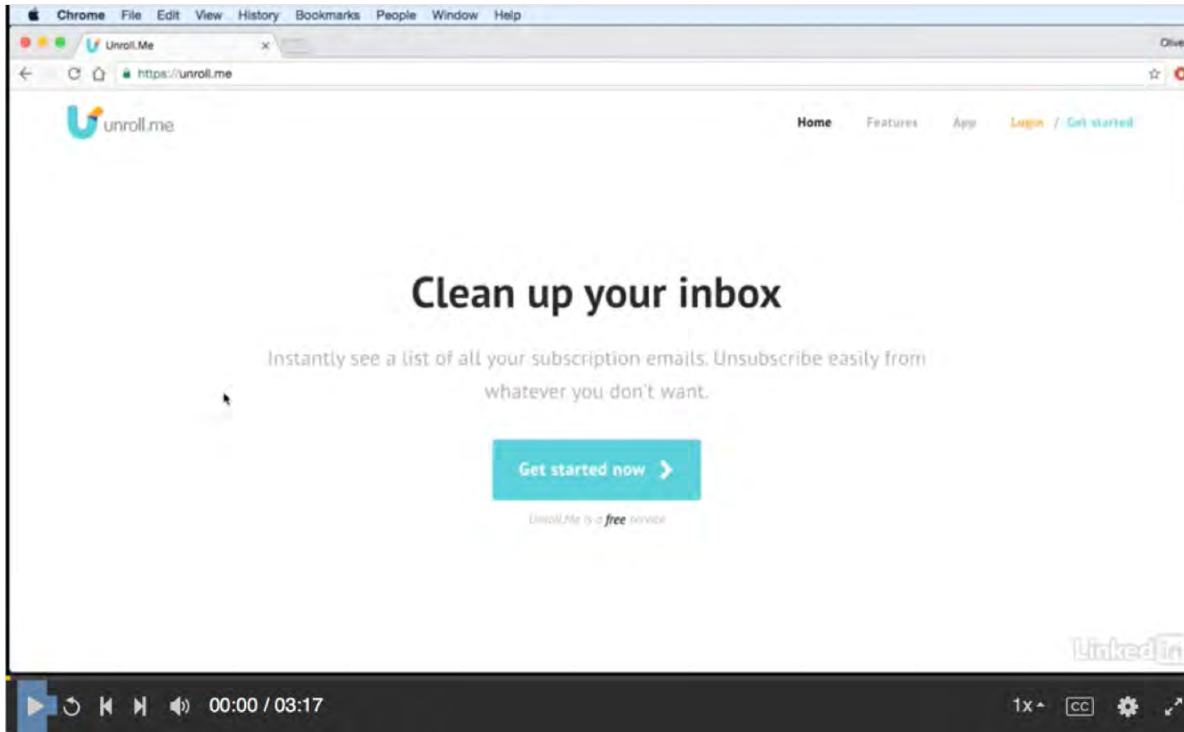
Scan inbox for non-essential subscriptions

- Unsubscribe with one click
- Roll desired emails into digest
- Basic account is free

→ unroll.me



unroll.me Stopping before it Starts



^ Click for Lynda.com video ^

Email Inbox Zero

Does your email look something like this?



Email Inbox Zero

Get to an empty inbox with 3 folders:

1. Archive
2. Action Required
3. Awaiting Response



Email Inbox Zero

If an email arrives requiring...

No action

→ read and archive

< 3 minutes of action

→ read, complete and archive

> 3 minutes of action

→ file to “action required” and handle it later



Email Inbox Zero

If you send an email **requiring something of someone else...**

file as **awaiting response**



Email Inbox Zero

Dedicate time to **processing** your email:

1. Address “action required” email
2. Nag recipients of “awaiting response” email
3. Archive resolved messages



Email Inbox Zero

Why this works:

- Email apps are easily searchable
- Your email tool is compatible



Email Inbox Zero

The screenshot displays a Gmail interface for a user named Tyler. At the top left is the Case Western Reserve University logo. A search bar is present with a magnifying glass icon. To the right of the search bar are icons for adding contacts (+Tyler), a grid of apps, a notification bell, and a 'Share' button with a profile picture. Below this is a 'Mail' section with a dropdown arrow, followed by icons for a calendar, refresh, 'More', list view, keyboard, and settings. A red 'COMPOSE' button is visible on the left. The main inbox area is empty, with the text 'No new mail!' centered. On the left sidebar, the 'Inbox' folder is selected, with other folders like 'Starred', 'Sent Mail', 'Drafts', 'All Mail', '@ Action Required', and '@ Awaiting Respo...' listed below. At the bottom, there is a storage usage indicator: '8.37 GB (20%) of 40 GB used' with a 'Manage' link. The footer contains copyright information for 2013 Google, links to 'Terms of Service', 'Privacy Policy', and 'Program Policies', and a note about account activity: 'Last account activity: 2 minutes ago' with a 'Details' link. The text 'Powered by Google' is also present.

CASE WESTERN RESERVE UNIVERSITY

+Tyler

Share

Mail

COMPOSE

Inbox

Starred

Sent Mail

Drafts

All Mail

@ Action Required

@ Awaiting Respo...

No new mail!

8.37 GB (20%) of 40 GB used
[Manage](#)

©2013 Google - [Terms of Service](#) - [Privacy Policy](#) - [Program Policies](#)
Powered by Google

Last account activity: 2 minutes ago
[Details](#)

Meetings Efficient Scheduling and Execution

- Do not automatically accept meeting invites
- Ask for the agenda and determine if you add value to the discussion
- Ask for a call-in line to eliminate commute time
- “Block off” time on your calendar for getting work done



Eat that Frog: Technology is a Wonderful Servant

“You must discipline yourself to treat technology as a servant, not as a master. The purpose of technology is to make your life smoother and easier, not to create complexity, confusion, and stress.”

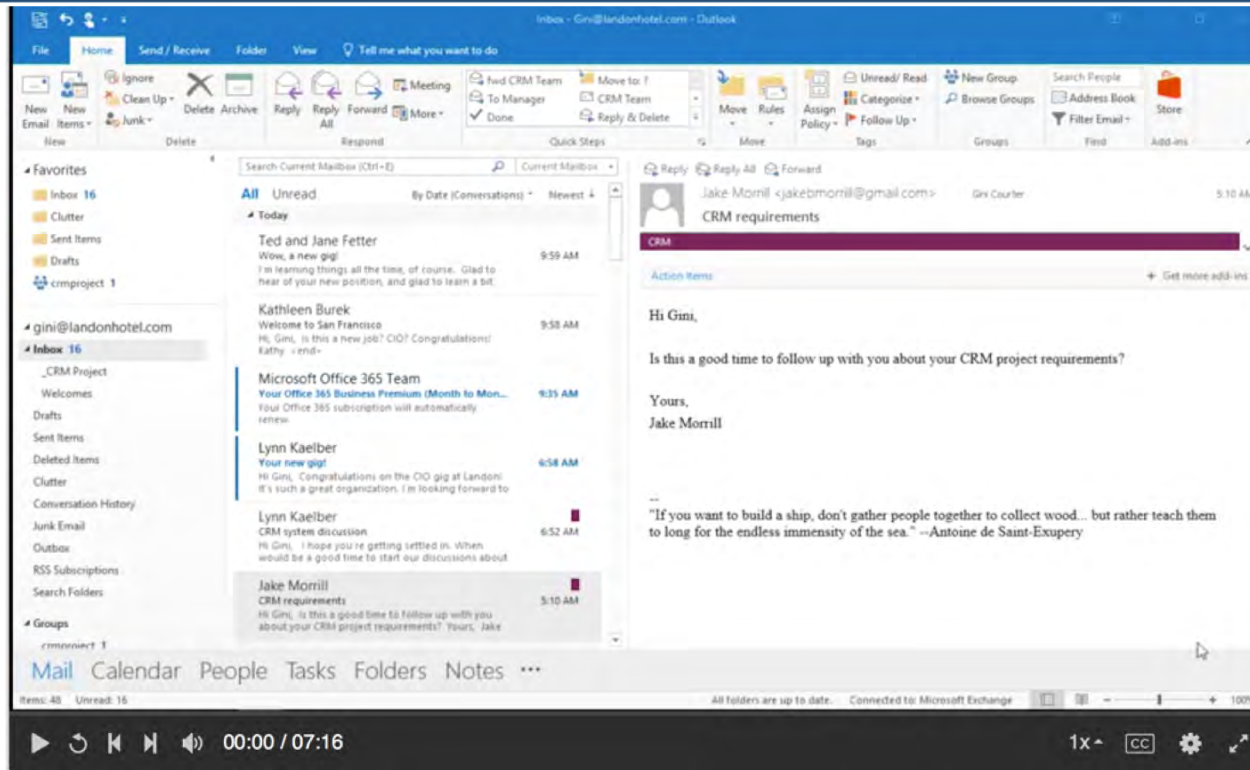


Email Become an Expert

- Find training for the email program you use
- Explore “quick steps” or “macros” to bundle tasks together (ex., send and archive)
- Explore “fitters” or “rules” to process incoming messages



Email Become an Expert



^ Click for Lynda.com video ^

Meetings Efficient Scheduling and Execution

- Avoid back-and-forth scheduling over email
- Change default duration to 30-minutes
- Use videoconferencing when possible
- Send notes and action items within 24 hours (one click with OneNote)



Doodle Simplify Scheduling

- Website for gathering meeting availability
 - Set times and poll invite list
 - Choose best meeting time democratically
- doodle.com
- [Lynda.com training video](#)

The Doodle logo is displayed in a bold, blue, sans-serif font. The word "Doodle" is written in a single line, with the letters being thick and rounded. The 'D' is particularly large and prominent.

Doodle Simplify Scheduling

Most popular date: several | [Close poll](#) ▼

		SEPTEMBER 2012					
		Tue 4			Wed 5		
		2:15 PM - 2:30 PM	2:30 PM - 2:45 PM	2:45 PM - 3:00 PM	12:30 PM - 12:45 PM	12:45 PM - 1:00 PM	1:00 PM - 1:15 PM
5 participants	Andy				✓		
	Bonnie	✓					
	Charles			✓			
	David						
	Ethan		✓				
	Your name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		1 (of 1)	1 (of 1)	1 (of 1)	1 (of 1)	0 (of 1)	0 (of 1)

Reduce Distractions Limit Alerts and Notifications

- Dig deep into smartphone alert settings
- Use rules to trigger alerts for important messages
- Close non-essential programs
- Un-plug from the Internet when possible



Part 2: Your Digital Brand.

Tyler Hoffman // Digital Solutions Consultant

Eat that Frog: Technology is a Wonderful Servant

“Stop being enslaved by social media, and make it work for you instead.”



Social Media Before You Begin

1. Google yourself
2. Create a Google News Alert → [google.com/alerts](https://www.google.com/alerts)
3. Brainstorm goals
 - Networking and Conversation
 - Influence
 - Current Trends / Education
4. Spend time observing



Facebook Private vs. Public

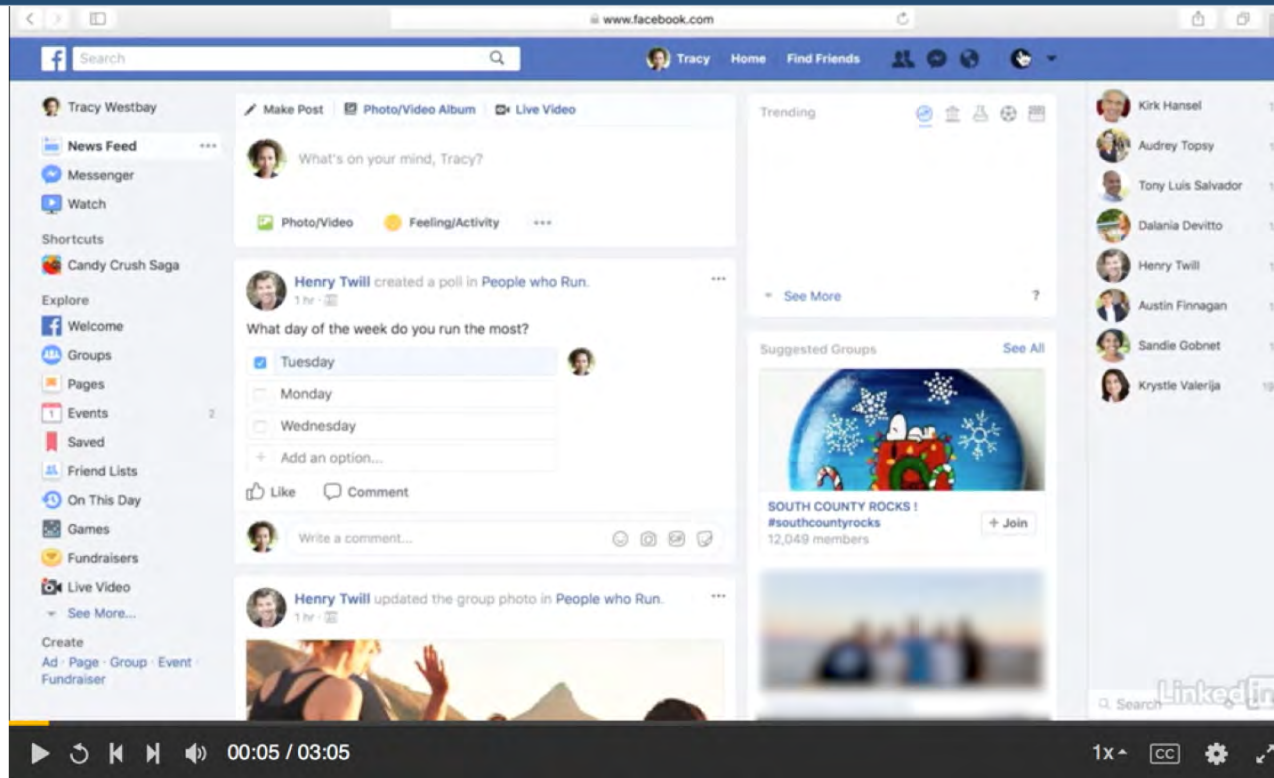
Personal Page: use privacy settings wisely

→ [Basic Privacy Settings](#)

- Use two-factor authentication
- Consider removing Facebook from your phone
 - Limits distractions
 - Improves smartphone battery life



Facebook Private vs. Public



^ Click for Lynda.com video ^

Facebook Private vs. Public

Personal Page: what to post?

- If you wouldn't say it in public, don't post it.
- Consider posting about your goals and seek the social support to conquer them.



Facebook Private vs. Public

Public Page: use to establish a digital brand and “get the word out”

- Promote an individual, a cause or an organization
 - Create public posts and events
- [How do I create a Page?](#)



Facebook Private vs. Public

What is a Facebook Page?

- Create for business and personal brands
- Create a personal profile
- Get likes (unlimited)
- Add as a friend (max 5,000)
- Use insights and analytics
- Follow without being a friend
- Advertise



LinkedIn

^ Click for Lynda.com video ^

LinkedIn Networking and Content Distribution

- 225 million profiles
 - Average income: \$83k per year
 - Top industries on LinkedIn:
 - Information technology and services
 - Financial services
 - Higher education
-Huge opportunity for healthcare professionals!



LinkedIn Networking and Content Distribution

- Profile serves as online C.V. Keep it updated.
- Join association/professional groups
- Consider publishing to LinkedIn
 - Share your expertise and draw more attention to your papers, talks, etc. in designated "channels" ([example article](#))
 - Upload slide decks (try [slideshare.com](#))



Twitter Watch or Join the Conversation

- Decide on public or private account
- Monitor trends (locally and nationally)
- Share content that you find interesting / supports your brand
- Follow established influencers
- Favorite tweets to curate a reading list



Hootsuite Make Social Media Work for You

- Website and app for smartphone and tablets
 - Schedule social media posts in advance
 - See all social accounts at once
- hootsuite.com



Hootsuite Make Social Media Work for You

The screenshot displays the Hootsuite dashboard interface. At the top, there is a 'Compose message' field and a navigation bar with tabs for various social media accounts: 'Getting Started', 'UO_ELAN (Twitter)', 'MetaphorADay (Twitter)', 'evethorne (Twitter)', 'Emerging Leaders in the Arts Network (ELAN) (Facebook Pages)', 'ELAN News', and 'More...'. Below the navigation bar, the dashboard is organized into four columns, each representing a different social media stream:

- Column 1: @UO_ELAN/elan-networks**
 - EmergingArtsPDX** (9:40am via HootSuite): Scholarships to attend the @Americans4Arts convention in Pittsburgh are due tomorrow. [artsusa.org/scholarships/#atalein](#)
 - ArtsActionFund** (7:18am via Web): Award Season goes beyond the red carpet. Read about how organizations encourage young filmmakers. [artsactionfund.org/news/entryfil...](#)
 - NJEmergingArts** (5:18am via Facebook): Scholarships are now available for Americans for the Arts Annual Convention in Pittsburgh, PA from June 14-16... [fb.me/1g0EOCN57](#)
 - NJEmergingArts** (5:18am via Facebook): Sounds like fun! [fb.me/CesaBjn7](#)
 - eallaorg** (Feb 26, 6:15pm via Twitter for iPhone): Check out our new InfoGraphic! EALILA by the #numbers: [ealla.org/?p=2321#graphic](#)
 - EmergingArtsPDX** (Feb 26, 6:07pm via Twitter for iPhone): Learning a bunch and drinking wine at our meeting facilitation workshop! [pic.twitter.com/4ghq5NSKKE](#)
- Column 2: @UO_ELAN/eugene-news**
 - JSchnitzMOA** (12:46pm via Web): Artist Violet Ray speaks tonight at 5:30 about his powerful work in "Advertising the Contradictions." [#Eugene pic.twitter.com/5sc4Ue7GoW](#)
 - Oregonian** (12:45pm via TweetDeck): Police recover cash, guns and heroin from safes seized in drug bust in SE Portland [ORne.ws/WIPQUP](#)
 - Oregonian** (12:40pm via TweetDeck): Monmouth mom faced with terrible choice for infected daughter. Her legs or her life [ORne.ws/WLd0Q](#)
 - Science_Factory** (12:39pm via Web): Who's excited for March? We've got some great programs next months including these special events: [sciencefactory.org/education/spec...](#)
 - Oregonian** (12:32pm via bitly): Extra traffic enforcement planned for Oregon 6 west of Banks on Friday, targeting drivers who speed, stray from lane [ORne.ws/ZU6Kp](#)
 - EugeneOpera** (12:19pm via Twitter for iPhone):
- Column 3: @UO_ELAN/arts-orgs**
 - newmuseum** (12:44pm via HootSuite): Excited for our members '90s party tonight feat PH+HOTO & Gen X garb! Memberships available at the door. [#NYC1993 ow.ly/1AY0n](#)
 - GOOD** (12:35pm via GOOD): Infographic: See how one business is using technology to create a community, w/ @SmarterPlanet [bit.ly/XZu5A](#)
 - artiststitutechi** (12:34pm via HootSuite): Valet service is now available every day at the Modern Wing entrance. For more info [—ow.ly/6RpY](#)
 - Artforum** (12:34pm via forumbot): 500 Words: Martin Rev talks about his recent work and the reissue of his first solo album [bit.ly/Y3PAxR](#)
 - CDSduke** (12:31pm via Buffer): Make short #doc on small town in Anytown, USA cont ed class. Register [buff.ly/13kL5DX](#) Past work [bit.ly/NteWml](#)
 - artnet** (12:25pm via bitly):
- Column 4: @UO_ELAN/arts-admin**
 - MuseumPlanning** (12:49pm via Buffer): Looks interesting the (Un)Fair opens Friday, just down the street from the Armory Show. [buff.ly/13YFcbj](#)
 - medialab** (12:25pm via HootSuite): Day in the life @medialab: A silkworm mugs for the camera at the Mediated Matter lab [ow.ly/6F5sq](#)
 - NCRP** (12:23pm via SMX Thrive): If you missed today's #fextunding webinar, be sure to check out this thread! [bit.ly/13ji7YS](#)
 - NCRP** (12:22pm via SMX Thrive): Did your org's multi-year funding incr or decr in recent yrs? (new link) [#fextunding bit.ly/13DOWDw](#)
 - YouthUpRising** (12:15pm via Tumblr): Join us tomorrow at YU @ 4pm for a FREE screening of Tariq Nasheed's documentary, "Hidden Colors!" [tumblr.co/ZjoCGy8ZWkF](#)
 - kickstarter** (12:09pm via Web): Hey @amandapalmer, how was your @tedtalks? A little bird told us you killed it.
 - PropellLeaders** (12:07pm via Web):

The bottom of the dashboard shows a system tray with icons for Windows, Chrome, Firefox, Word, and Music, along with a taskbar showing the time as 12:50 PM on 2/27/2013.

Staying in Touch.

Tyler Hoffman

Digital Solutions Consultant

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[LinkedIn.com/in/tylerehoffman](https://www.linkedin.com/in/tylerehoffman)