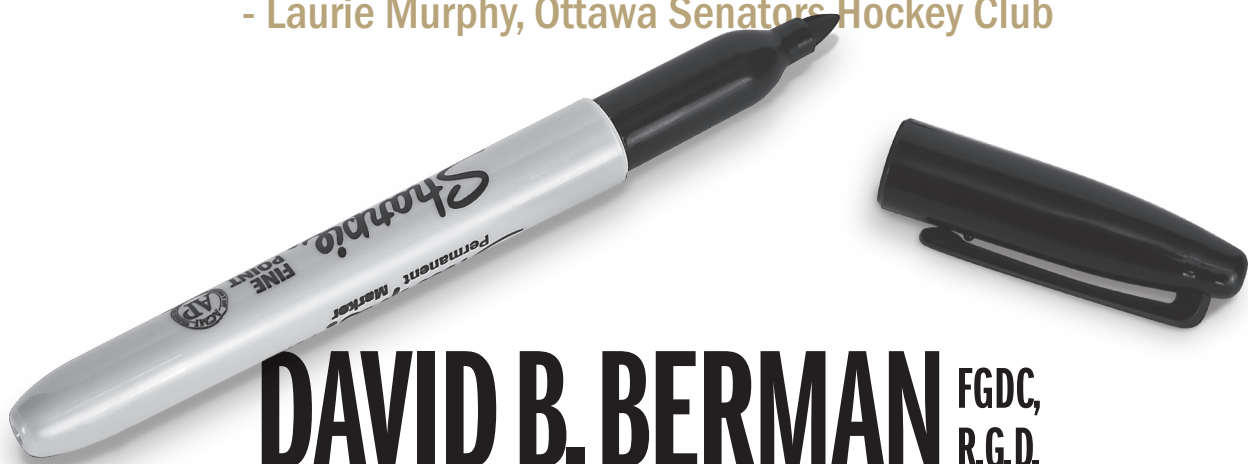


# Plan Or Be Planned

STRATEGIC PRIORITY MANAGEMENT  
FOR PROFESSIONALS

Includes  
online launch  
page to Web  
resources

*"Positive ... doable! Unique and engaging."*  
- Laurie Murphy, Ottawa Senators Hockey Club

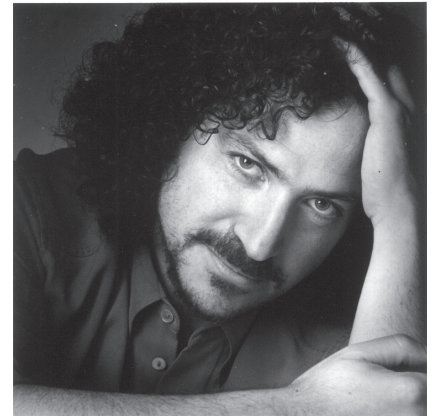


**DAVID B. BERMAN** FGDC,  
R.G.D.

PROFESSIONAL SEMINAR SERIES #1

davidberman.communications  
\$89

**David Berman** FGDC, R.G.D.  
Expert Speaker on Design, Ethics, Social Responsibility



*David Berman has been described as the “David Suzuki of design”.*

*He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.*

**IN DETAIL**

David’s 25 years of experience and technique have helped hundreds of organizations get great things done.

The combination of his inspiration and techniques motivate people to create unique and ecologically-responsible strategy, events, branding, design, ethics, and communications solutions.

His career as an expert speaker, facilitator, communications strategist, judge, and graphic and environmental designer has involved him in developing dozens of events in over 18 countries: Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Hong Kong, Hungary, Jordan, Korea, Kuwait, Lebanon, Norway, Qatar, Slovenia, UK, and USA.

His clients include IBM, International Space Station, World Bank, Norwegian Design Council, the Aga Khan Foundation, Environment Canada, Health Canada, Parks Canada, Statistics Canada, and Treasury Board.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his eco-friendly Code of Ethics. David was elected V.P. Ethics of the Society in 2000, and since has served as Ethics Chair. In 2005, he became a Vice-President of Icoграда, the World body for graphic design, which organizes global conferences.

His opinions have been featured on CBC, in Financial Post and Marketing.

David is a National Professional Member of CAPS and the International Federation for Professional Speakers.

**WHAT HE OFFERS YOU**

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

**HOW DAVID PRESENTS**

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you’ll cherish, and the desire to implement it.

**WANT TO KNOW MORE?**

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

**HOW TO BOOK DAVID**

Simply phone, fax, or e-mail us. See below for details.

**TOPICS**

- Branding and Social Responsibility
- Greener Meetings:
- Professional Climate Change
- 7 Habits Of Highly Effective Sites
- Plan Or Be Planned: “Not Another Time Management Seminar!”

**BOOKS/ARTICLES/PAPERS**

- 2009**
  - Do Good Design (Pearson/AIGA, ISBN 0-321-57320)
- 2007**
  - Web Accessibility 2.0
- 2005**
  - Liberate Your Web Site
  - Analysis of Digital Art Audiences
- 2003**
  - To Tell The Truth (cover story, Applied Arts)
- 2001**
  - A New Format For Canadian Legislation (white paper)

**“...profound knowledge, positive thinking, humour... pure inspiration!”**  
- Selma Prodanovic, Brainswork, Vienna (Austria)

**“Exceptional facilitator and extremely knowledgeable.”**  
- Jane Hawksworth, Royal Roads University, Victoria (Canada)

**“It is always good to be reminded about good behaviour.”**  
- Nete Oensholt, Lego Corporation, Copenhagen (Denmark)

**“David is spot on.”**  
- Sheikha Haya Al Khalifa, Manama (Bahrain)

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340 Selby Avenue, Ottawa, Ontario, Canada K2A 3X6  
expertspeaker@davidberman.com | www.davidberman.com/about

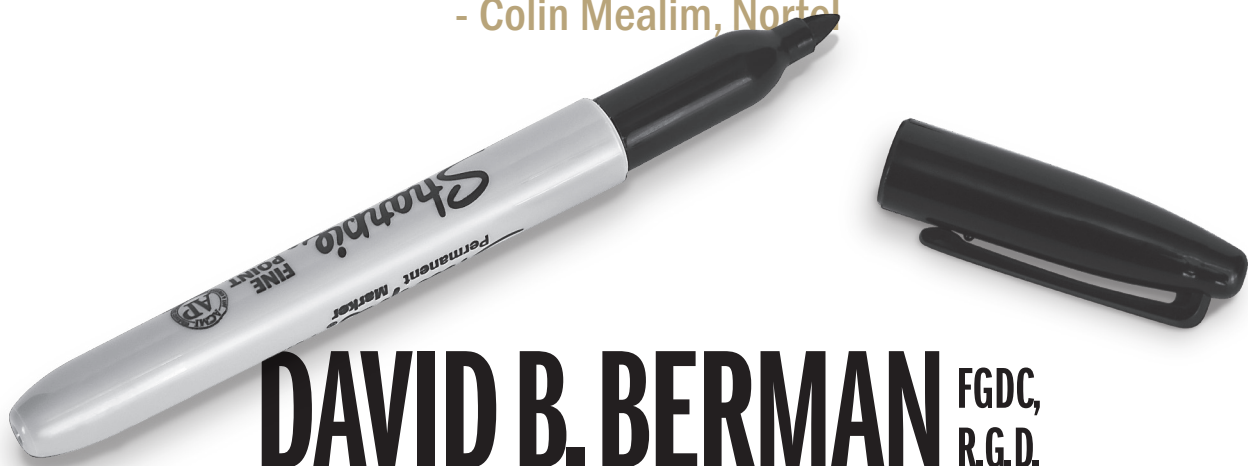


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resources

*"Got me thinking about what I want in life."  
- Colin Mealim, Nortel*



**DAVID B. BERMAN** FGDC,  
R.G.D.

PROFESSIONAL SEMINAR SERIES #1

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# Worry less, achieve more: with the TimeTo personal information manager.

Get your free trial of TimeTo for Windows at [www.timeto.org](http://www.timeto.org).

TimeTo™ is probably the World's most advanced to-do list manager (Download.com users' favorite PIM, April 2006), to better organize your work, your play, or your entire life.

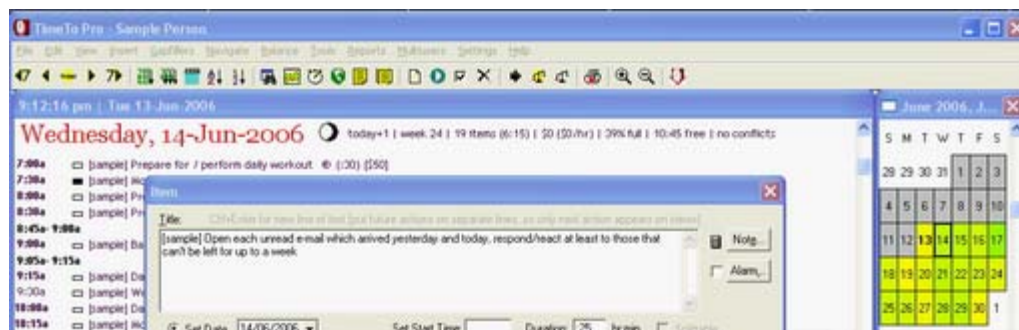
TimeTo™ **removes** stress,

**tames** deadlines,

**and battles** procrastination as it:

- **Memorizes** your recurring commitments, appointments
- **Balances** your priorities, life goals, deadlines, time budget
- **Warns** you weeks ahead if your commitments are in conflict
- **Prioritizes** based upon priority, expected return, life balance
- **Knows** your rules, your preferences, redrafts your schedule
- **Blends** appointments, deadlined tasks, non-urgent important tasks
- **Splits** large task into workable chunks
- **Helps** you stay focussed, keep your promises
- **Launches** alarms, Web pages, programs, files, Skype calls
- **Records** what you did, how long it took, what it was worth
- **Backs up** automatically: frequently, daily, weekly
- **Searches** your future plans, your past activities (journal)
- **Stores**, searches, and views text in up to 17 language alphabets
- **Portable:** can run entirely from a USB key, no install needed, no registry
- **Imports and exports** to Outlook and other formats
- **Syncs** TimeTo to Outlook

**Get great things done: get TimeTo™.**



1

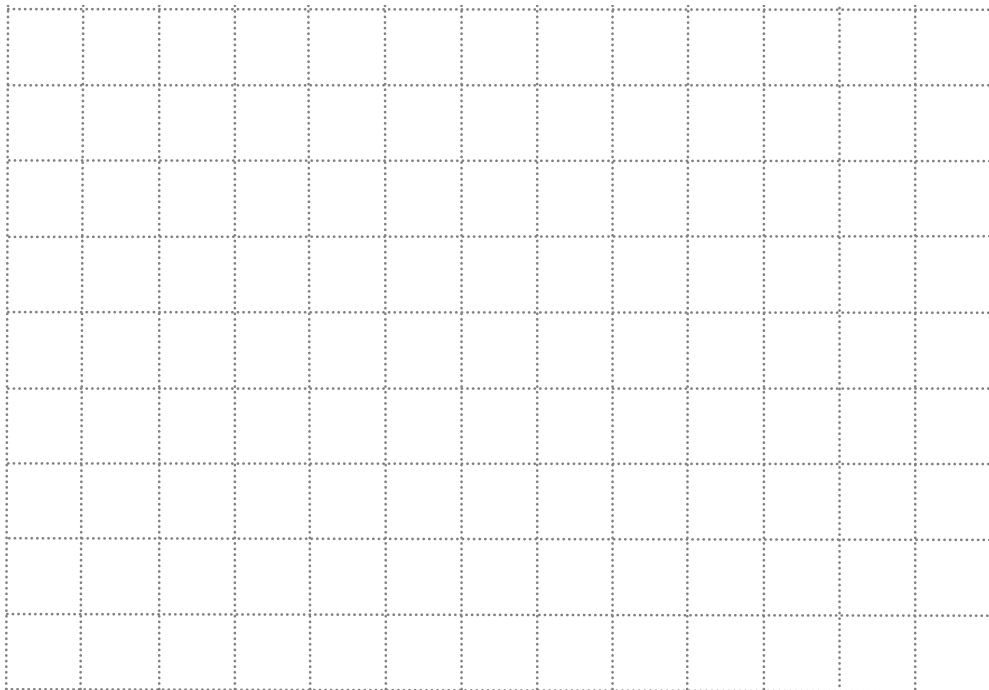
# “Not another time management seminar!”

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**Strategic priority management for professionals**

For your convenience, you will find a list of hypertext links and books cited in this companion at: <http://www.davidberman.com/seminars/timemanage.php#links> .



2

Expert Speaker  
David Berman, R.G.D., FGDC

Launchable list of **links and books** cited in this companion:  
<http://www.davidberman.com/seminars/timemanage.php#links>

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David Berman has over 20 years of experience in priority and time management, design, and business strategy.

David's firm has developed personal productivity software currently licensed in thirty-nine countries, as well as workgroup time tracking software used on four continents.

His expertise as a speaker, trainer, coach, and strategist has brought him to twenty countries, helping thousands of people get greater things done.

David is a senior strategic consultant, with clients including IBM, the International Space Station, xWave, and the Government of Canada.

As a designer and communications strategist, David concentrates on Web properties including second generation Web sites for CRA, Health Canada, the National Research Council, Indian and Northern Affairs Canada, Industry Canada, CMHC, as well as many private sector and non-profit organizations.

He served as first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination on ethics and professional responsibility. In 1999, he was named a Fellow to the Society of Graphic Designers of Canada, one of the youngest in history. In 2002 he was elected national vice-president. Presently, he is ethics chair for the profession in Canada. Since 2005, David has served as a Vice-President of Icoqrada, the world body for communication design. He also sits on an ISO standards committee.

His upcoming book, *Do Good Design* is being published by Peachpit Press.





5

# How long do you plan to be human?

*Expectation of life remaining*

*(U.S., Nat. Center for Health Statistics)*

Current age	Male	Female
0	75	80
20	56	61
25	51	56
30	47	51
35	42	46
40	37	42
45	33	37
50	29	32
55	24	28
60	20	24
75	11	13
100	2	3

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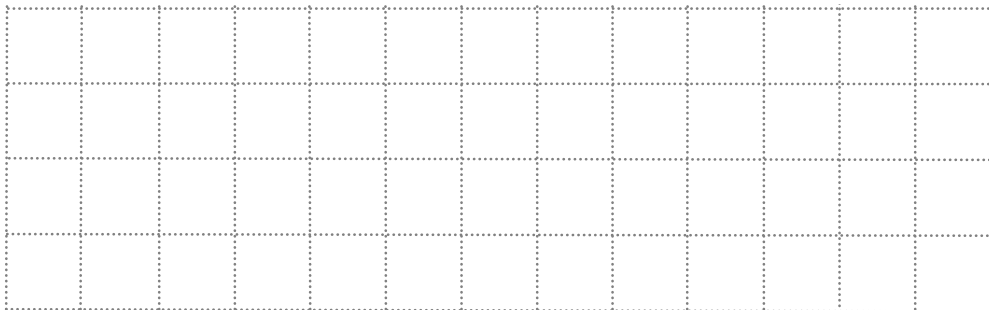
*“I’d rather be dead than singing ‘Satisfaction’ when I’m 45.”*  
 – Mick Jagger, before he was 45

*“Don’t complain about growing old – many people don’t have that privilege.”* – Earl Warren

Canadian Life Expectancy Calculator

[http://www.canadianbusiness.com/my\\_money/planning/retirement\\_rrsp/life\\_expectancy/tool.jsp](http://www.canadianbusiness.com/my_money/planning/retirement_rrsp/life_expectancy/tool.jsp)

Number of deaths in United States each year that are attributable solely to poor diet and physical inactivity: 400,000 – Journal of the American Medical Association



6

## How long do we plan to work this way?

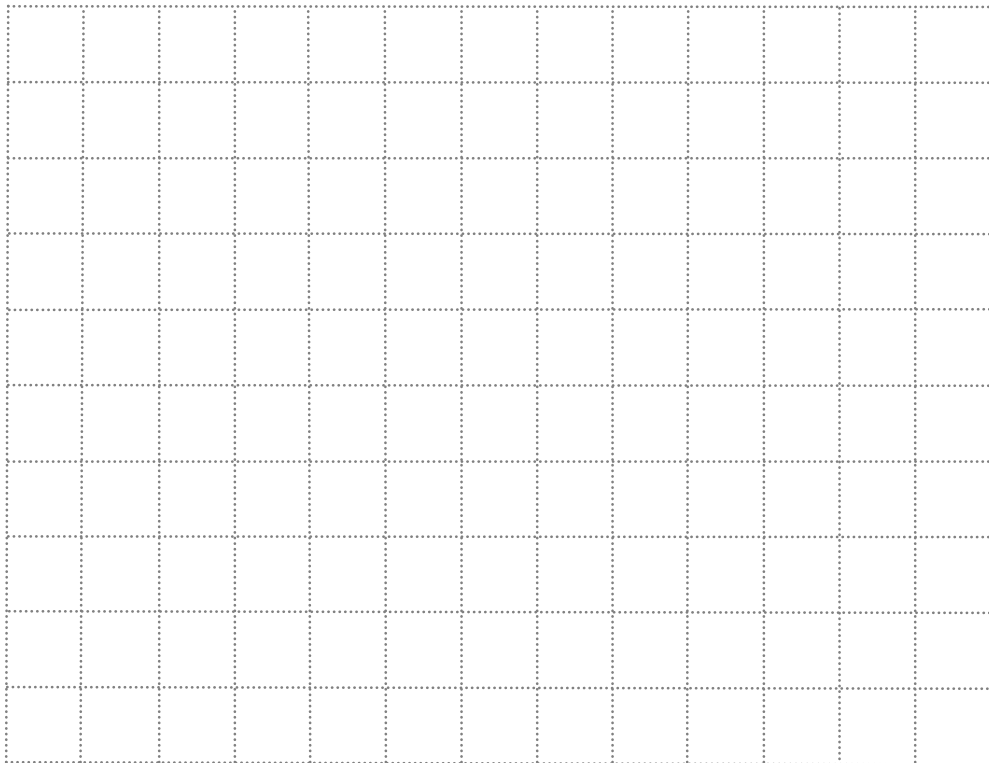
**2008:**

Most North American adults spend the **majority of their waking hours**

# at work

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*“Time, time, time ... see what’s become of me.” – Paul Simon*



7

## Six reasons we work long hours

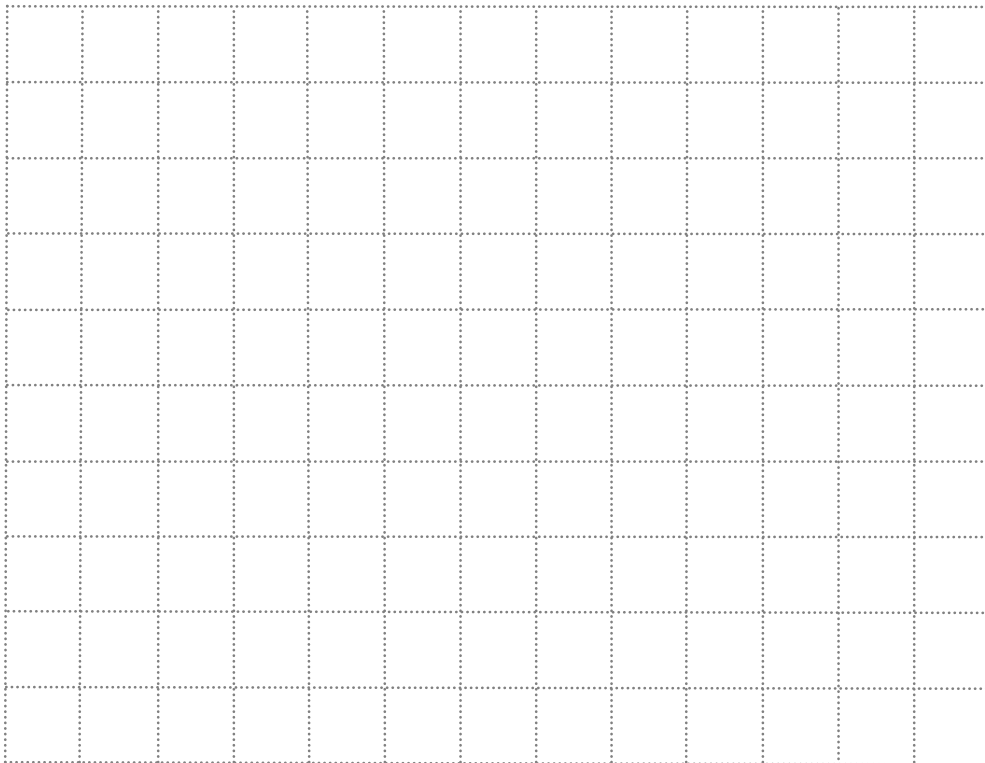
1. we lack **balanced** priorities
2. we abuse the **technology** that make more possible
3. we choose **vague** descriptions of outcomes
4. we are not good at **saying “No”**
5. we indulge bad **habits**: the Seven Deadline Sins
6. we use more **time** than necessary to get things done

(Note that 5 of 6 are **not** about time management)

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*“We want the Treo to be thought of as a freedom device, not as an enslaving device.”*

– Joe Fabris, Director of Wireless Marketing, Palm Corporation



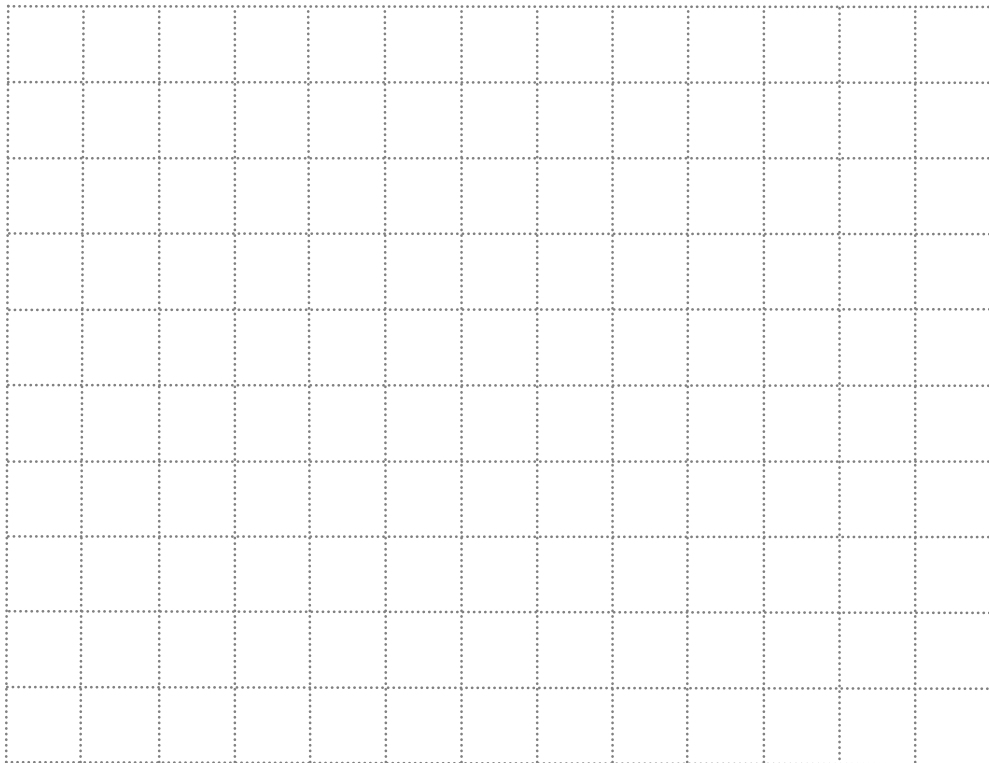
8

## Time is not the problem...

- ◆ We don't lack time: we lack **clarity of purpose**
- ◆ We know what we need: we lack a **link** between the big picture and our moment-by-moment activity
- ◆ We don't need to manage time: we need to manage relationships and information, and **choose priorities**
- ◆ We often lack the confidence to be poised for **opportunity**, for fear of losing track of the details

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*"People spend more time planning their vacations than planning their lives." – Mary Kay*



9

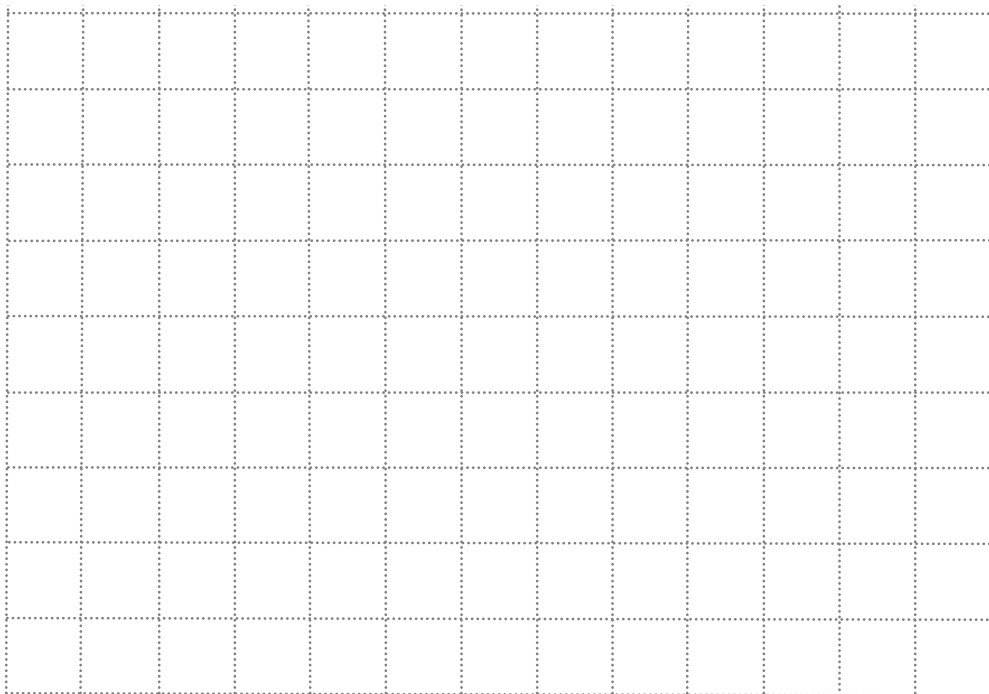
...time is the resource

**Time**

is our most valuable asset and  
our most marketable commodity

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*"There's a myth that time is money. In fact, time is more precious than money. It's a nonrenewable resource. Once you've spent it, and if you've spent it badly, it's gone forever."*  
– Neil Fiore







12

# Designing your ideal life

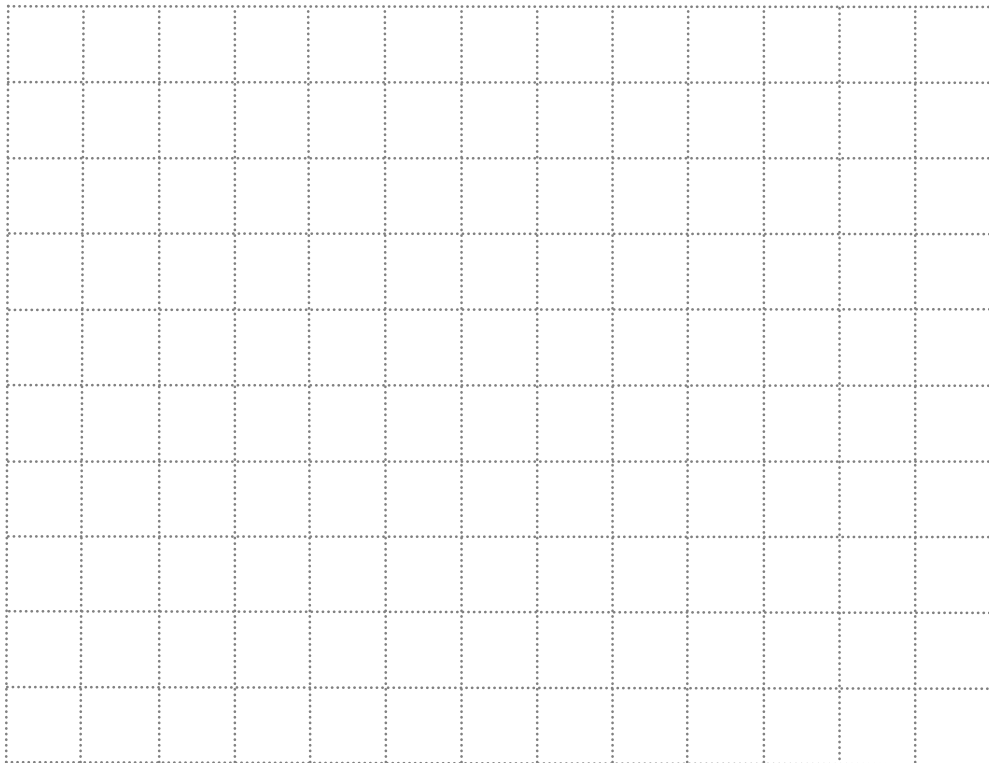
Imagine your perfect life:

*...how do you get there?*

- ◆ Some people **live to work**, some **work to live**
- ◆ **Professionals** bias toward the live-to-work category...

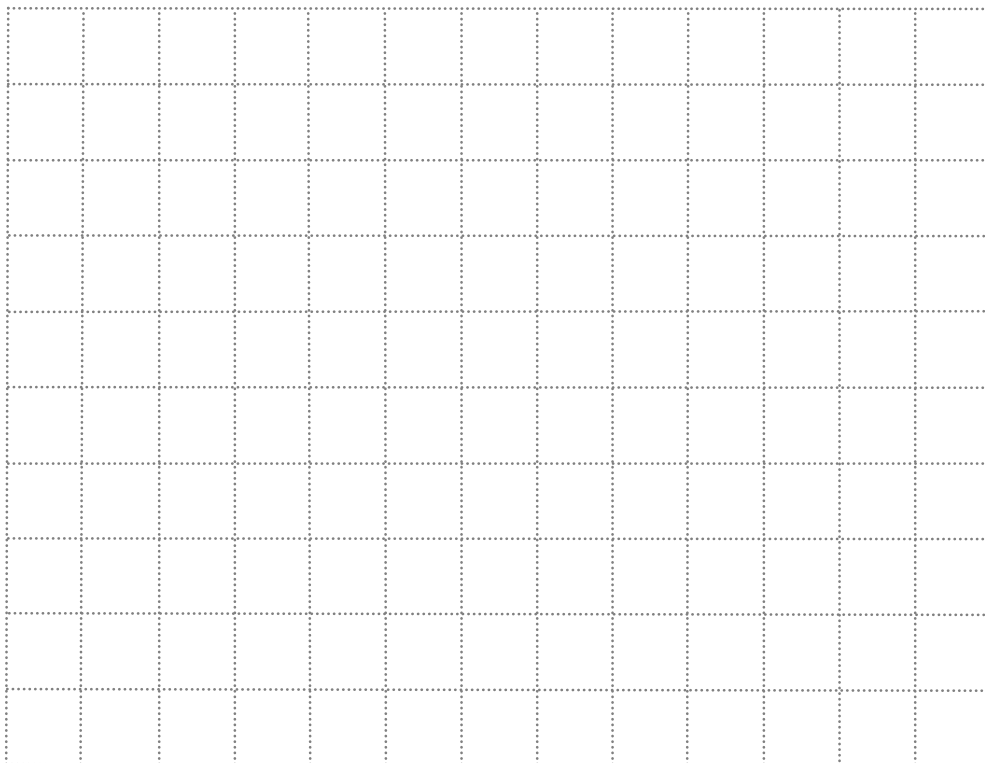
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*“Luck is the intersection of opportunity and preparation.” – Robert Evans*





*“Few people do business well who do nothing else.”* – Lord Chesterfield (1694-1773)



14

## Plan or be planned

You'll have a plan whether you choose to plan or not...

*... if you don't write a plan,  
it will be written by those around you  
(and within you)!*

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54% of men skip or postpone exercise when feeling too stressed or busy.  
(Harris Interactive)

