



FUNCTIONALITY LOG

How do you really
spend your time?

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CATANDRA

GROWTH THROUGH PEOPLE

Track your Time

UNDERSTANDING YOUR BUSINESS FUNCTIONALITY IS KEY TO IMPROVING YOUR BUSINESS AND YOUR LIFE

Through analysing how we spend our time, we can begin to increase our working efficiency and create ways to delegate tasks others can do. This will help us:

- *Increase our free time*

- *Reduce our stress*

- *Make more money*

FUNCTIONALITY

Business functions are broken down into 3 areas:

Revenue Generating (BLUE):

Those functions which create revenue such as sales, marketing and customer servicing.

Infrastructure (RED):

Back office activities that support the business including HR, finance, legal and IT.

Strategic (BLACK):

Growth creation activities such as positioning, product development and distribution.

To grow your business you need to be spending enough time (20-40%) undertaking growth activities

ACTIVITY

On the next page is an activity log to help you analyse how you spend your time; estimate how many hours you spend on each activity area and fill in the blanks.

Time/Activity		REVENUE <i>e.g. sales, marketing, customers</i>	INFRASTRUCTURE <i>e.g. HR, admin, legal, finance, IT</i>	STRATEGY <i>e.g. positioning, distribution, product</i>
Day 1	<i>Am</i>			
<i>Monday</i>	<i>Pm</i>			
Day 2	<i>Am</i>			
<i>Tuesday</i>	<i>Pm</i>			
Day 3	<i>Am</i>			
<i>Wednesday</i>	<i>Pm</i>			
Day 4	<i>Am</i>			
<i>Thursday</i>	<i>Pm</i>			
Day 5	<i>Am</i>			
<i>Friday</i>	<i>Pm</i>			
Day 6	<i>Am</i>			
<i>Saturday</i>	<i>Pm</i>			
Day 7	<i>Am</i>			
<i>Sunday</i>	<i>Pm</i>			
Day 8	<i>Am</i>			
<i>Monday</i>	<i>Pm</i>			
Day 9	<i>Am</i>			
<i>Tuesday</i>	<i>Pm</i>			
Day 10	<i>Am</i>			
<i>Wednesday</i>	<i>Pm</i>			
Day 11	<i>Am</i>			
<i>Thursday</i>	<i>Pm</i>			
Day 12	<i>Am</i>			
<i>Friday</i>	<i>Pm</i>			
Day 13	<i>Am</i>			
<i>Saturday</i>	<i>Pm</i>			
Day 14	<i>Am</i>			
<i>Sunday</i>	<i>Pm</i>			
	<i>TOTAL</i>			

Once complete then go back to www.catandra.co.uk/functionality/ and fill in the time you spend on each activity to analyse how efficiently you are operating.

For more resources and further information please see our website www.catandra.co.uk or contact the office directly on 01273 483 438.