

# the bright method

BY KELLY NOLAN

A 10-WEEK PROFESSIONAL DEVELOPMENT TIME MANAGEMENT PROGRAM  
DESIGNED FOR PROFESSIONAL WORKING WOMEN

The Bright Method is a realistic time management system for managing and accomplishing professional and personal projects and tasks with more efficiency and less stress. The program teaches professional working women:

- Organization strategies to gain a more objective understanding of their capacity, workload, and how they interact, which improves workload management, prioritization, and work product quality;
- A 6-step process to set and achieve realistic plans to meet work deadlines and accomplish long-range projects while improving communication within the team and with clients; and
- A system to understand how projects get done over time, which allows for taking real breaks, which reduces the chances of burnout.

Women who have gone through the program describe being able to prioritize better at work, produce better work product, accomplish priority projects successfully on time with less stress, sleep better, improve their relationships (including with clients and teammates), and feel more confident. To hear more in their own words, see page 3.

*The investment for the ten-week program & these results is \$2,997.*

## About Kelly Nolan

The Bright Method was created and is taught by Kelly Nolan, an attorney-turned-time management strategist, mom, and wife to an ER physician. After experiencing overwhelm as a young patent litigator in a big Boston law firm, Kelly figured out a time management method that helped her show up at work and at home in the ways that she wanted to – without requiring her brain to somehow magically remember it all. She used this system to continue practicing law for years. She now empowers other professionals with this realistic time management method. Learn more at [kellynolan.com](http://kellynolan.com).



*As seen in*

**Bloomberg  
Businessweek**

**FASTCOMPANY**

**Forbes**

**Parents**

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## HOW IS THIS DIFFERENT FROM OTHER TIME MANAGEMENT PROGRAMS?

### **(1) It's designed for professional working women**

Many traditional time management approaches are designed by men, who tend to have a lot more support at home than women typically do. Unlike many systems out there, The Bright Method™ takes into account the number of roles and mental load that women carry and helps them manage them all and lighten their mental load in one comprehensive system that molds to their lives, preferences, and industries.

Plus, we discuss drawing and enforcing boundaries in ways that women, generally speaking, tend to be more comfortable with (which means we actually do it). This helps women keep their workloads manageable so they can knock those work projects out of the park with excellence and confidence.

### **(2) The Bright Method™ is all about practical, step-by-step instructions (not just high-level platitudes)**

When I was searching for time management help, I often heard high-level and seemingly simple concepts like “just schedule self-care” and “protect your boundaries.” But when I went to implement, I couldn't figure out how to make them work for me in the long term, making me feel even worse about myself.

That's exactly what I work to avoid here. I show women exactly how to implement, give them more practical examples than they may want, and am here to provide personalized support throughout the program.

I want each person to walk away from the program with an up-and-running system that's already giving them that peace of mind they've been searching for.

### **(3) It molds to each person and doesn't cram them into some rigid schedule that happens to work for someone else.**

I pride myself on providing a flexible time management method that molds to each person's life and industry, and I provide personalized support to help you make sure it's a good fit. There's no one-size-fits-all here.

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## WHAT WOMEN WHO'VE LEARNED THE BRIGHT METHOD HAVE SAID

Kristin Waters Sullivan, Attorney:

"The first brief I submitted following Kelly's program was a game-changer. Feeling good about getting it not only submitted well within time, but also knowing it was a quality product because I wasn't rushing at the last minute and panicking that I missed something, was a relief I honestly have never felt before while practicing law. I was so calm! And it helped my arguments in the hearing too because I had been so organized in writing it (I won, by the way!)."

Dr. Ece Demir-Lira, Assistant Professor & Mom:

"Since going through Kelly's program, I am less stressed even during this crazy time of COVID. Even when life gets in the way, I have a much more clear sense of what's on my plate, what's urgent and what's important. I feel empowered when I am making decisions regarding what to focus on next. I feel as if my vision got clearer."

A.M., Marketing Director, California:

"My biggest wins have been the ability to SEE immediately when I'm overcommitted, which allows me to confidently negotiate timelines upfront. I didn't realize how much of my stress came from committing to timelines and then not realizing until late in the game that I had too much on my plate and not enough time to complete everything. I was pulling so many late nights to get things done, and now I can prevent that whole cycle from happening. Kelly's method of connecting tasks to the concrete reality of time, using the visual format of a calendar is just so logical that once you learn it, you'll wonder why everyone else isn't doing this!"

Stephanie Ness, Finance Director & Mom of Two:

"[After the program, I] had more confidence in pushing a prioritization conversation at work with my boss and business partners. I was able to get alignment to work on three big priorities for the quarter - only three. With two weeks left in the quarter, we're on track to deliver all three, something my boss didn't expect would be possible."