

# MASTER YOUR TIME

PLAN, PRIORITIZE & EXECUTE  
WITH PERCISION



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**WESTWOOD**  
S T R A T E G I E S

MASTERCLASS BY  
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TIME ISN'T A TRADE-OFF—IT'S A TOOL.  
YOU DON'T HAVE TO CHOOSE BETWEEN  
PRODUCTIVITY & PRESENCE, AMBITION &  
ALIGNMENT. MASTERING YOUR TIME MEANS  
MASTERING THE ART OF AND.







## WHAT WE'LL FOCUS ON TODAY

- ✓ The "Big Three" framework for structured time management
- ✓ Practical productivity strategies to eliminate overwhelm
- ✓ A mindset shift to redefine what it means to "do it all"
- ✓ Common pitfalls & how to avoid them
- ✓ A step-by-step system to implement immediately





# THE "BIG THREE" FRAMEWORK – A SYSTEM FOR EXECUTION

## To begin: Pick one of your annual goals

Identify a core focus areas for the year (Career, Personal, Well-being, etc) write our your goal for that focus area.

**Why This Works:** It prevents goal drift, combats decision fatigue, and ensures every day moves you closer to success.

💡 **Pro Tip:** Set your Big Three systematically—Annual at the start of the year, Monthly at the start of each month, Weekly every Monday, and Daily the night before. This keeps your actions aligned with your ambitions.



## MONTHLY BIG THREE

Break the annual goal into focused monthly milestones. What must happen this month to push your vision forward?



## WEEKLY BIG THREE

Identify the core tasks each week that align with your monthly targets.



## DAILY BIG THREE

Select three high-impact tasks per day that drive measurable progress.





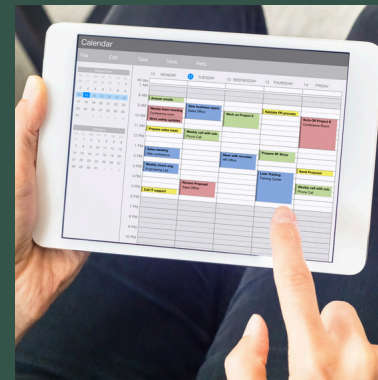
# AN EXAMPLE

**Annual Goal:** Grow a consulting business to six figures in revenue this year.



## MONTHLY BIG THREE

- Generate 10 high-quality leads through content marketing.
- Finalize and launch a signature consulting offer.
- Automate client onboarding to save time.



## WEEKLY BIG THREE

- Write and publish three high-value LinkedIn posts to attract leads.
- Conduct market research interviews with three potential clients.
- Outline and design the consulting offer's landing page.



## DAILY BIG THREE

- Draft and schedule LinkedIn post.
- Finalize pricing and structure for the signature offer.
- Draft the landing page content.





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# PRODUCTIVITY STRATEGIES

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BEING BUSY ISN'T THE SAME  
AS BEING PRODUCTIVE. THE  
KEY IS DOING LESS.

01.

TIME BLOCKING

Allocate specific time slots for deep work, meetings, and personal tasks to minimize distractions.

02.

THE 2 MINUTE RULE

If a task takes less than 2 minutes, do it immediately.

03.

ENERGY BASED SCHEDULING

Align deep work with your peak productivity hours.

04.

TASK BATCHING

Group similar tasks (emails, meetings, admin work) to improve efficiency.

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## QUICK TIP

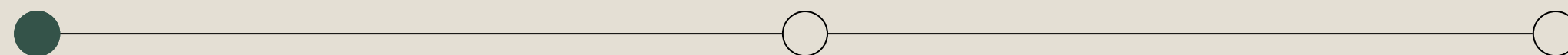
PRODUCTIVITY ISN'T ABOUT GETTING  
EVERYTHING DONE—IT'S ABOUT GETTING  
THE RIGHT THINGS DONE. FOCUS ON  
IMPACT OVER ACTIVITY, AND YOU'LL  
SEE MEANINGFUL PROGRESS.





# DOING IT ALL

## THE MINDSET SHIFT



YOU CAN DO IT ALL & BE IT ALL  
BUT ONLY IF YOU'RE WELL RESOURCED.

- Productivity ≠ More Work.
  - Instead, it's about aligning time with priorities.
- Presence over Perfection.
  - Multitasking reduces effectiveness—be fully present in each task.
- **Exercise:** Write down what matters most to you. Compare it with how you actually spend your time. Do they align? If not, what needs to change?





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# TIME MANAGEMENT PITFALLS

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01.

OVERCOMITTING

**Solution:** Filter tasks through your "Big Three." If it doesn't align, delegate or decline.

02.

LACK OF CLEAR PRIORITIES

**Solution:** Use the Big Three Framework to maintain focus.

03.

BURNOUT

**Solution:** Treat rest and recovery as non-negotiable.

04.

DISTRACTIONS & MULTITASKING

**Solution:** Apply deep work techniques (turn off notifications, block focused time, single-tasking).

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## QUICK TIP

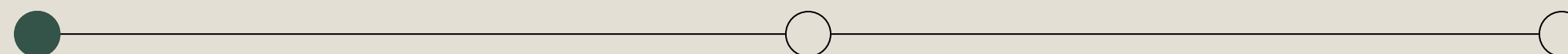
PROTECT YOUR BEST WORKING HOURS  
LIKE AN APPOINTMENT WITH YOURSELF.





# CEO HOURS

OPEN AND CLOSE  
YOUR WEEK



START YOUR WEEK WITH MONDAY AM CEO HOURS  
TO SET PRIORITIES, AND CLOSE WITH FRIDAY  
PM CEO HOURS TO REVIEW PROGRESS.

- **Monday CEO Hour:** Define your Weekly Big Three, plan deep work sessions, and structure the week proactively.
- **Friday CEO Hour:** Reflect on wins, assess what didn't work, and make adjustments for the upcoming week.

**Why It Works:** High-performers don't just manage time; they proactively shape their weeks for success by setting the tone on Monday and closing the loop on Friday.





## NEXT STEPS

- Commit to Your Big Three System: Set your Annual, Monthly, Weekly, and Daily Big Three.
- Choose One Productivity Hack to Implement Immediately.
- Schedule Your First "CEO Planning Session."
- Take Action & Track Progress for 30 Days. Small changes lead to massive impact.



## LET'S CONNECT

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