



# THE MAXWELL 15 MINUTE MIRACLE

This is how you can use this tool:

## WEEK 1 - MAKE 7 COPIES OF THE 15 MINUTE MIRACLE.

1. The first week, only RECORD what you did each day. Be ruthless about your recording. ACCOUNT FOR EVERY SINGLE 15-MINUTE TIME SLOT.
2. Do NOT put any scheduled items into this. The intent is to capture what REALLY happens and we all know that schedules change.
3. Take it with you, wherever you go, and capture the “As-built” of your day. Adjust the times on it if that works better for you. Some of you might even want to capture all 24 hours so you can really see how much sleep you are NOT getting each week.
4. If you want to get really serious about your productivity, take the time to review what you have captured and place it into one of Covey’s Four Quadrants. You might be surprised by the time you are INVESTING in Not-Important, Not-Urgent Activities.

## WEEK 2 - MAKE 7 MORE COPIES. TAKE TIME ON EITHER SATURDAY OR SUNDAY NIGHT - DEPENDING ON WHAT DAY YOU USE AS “THE FIRST DAY OF THE WEEK.”

1. This week, you are going to plan literally every moment of your day in 15-minute increments. So instead of thinking of doing something for an hour, or two hours, you will plan “an hour” in four 15-minute slots.
2. Start literally with the time you wake up in the morning – We have set 6 AM, but whatever time you wake up, is fine.
3. While you are going to use only 15 minutes at a time, you can fill in the 6:00 AM to 7:00 AM time slots with “Up and get ready” – assuming you take about an hour.
4. Then, go through the week and fill in already committed time slots. These are the events and previously scheduled commitments.



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5. Once those are filled in, go back to the first day and begin literally planning each day from the time you wake up till you go to bed. Be as detailed as you can.
6. Planning each 15-minute time slot includes planning time to plan. It may include “Thinking time”. It may include “read email.” Whatever you are going to do this next week, plan it out. Even plan “Play game on iPhone” if that is what you do.
7. The temptation is to leave large slots open “in case something comes up. But resist this temptation. Have every minute accounted for.
8. The initial difficulty will be in actually filling in each 15-minute slot. But do the best you can. This will take practice.
9. Once you have filled out as many times slots as you can, go back to the first day, and look at the “unaccounted for” time.
10. Plan every 15-minute time slot and this week, stick as closely as possible as you can with this plan.
11. If a previous 15-minute time slot goes over 15 minutes in real-life time, don’t go back and try to catch up – Just go to the next 15-minute slot and continue.
12. Go through the 4 Quadrants analysis again and see what you discover!

## HERE IS WHAT “THE 15 MINUTE MIRACLE” WILL DO FOR YOU:

1. You will find the areas of time that you waste and lose
2. You will find literally hours of time each week that you can claim
3. You will become INSTANTLY more productive
4. You will have control over the use of your time. REMEMBER, you can’t manage time, you can only manage you.



Intentionally Creating Positive Effects

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DAY:			DATE:		
TIME	ACTIVITY	QUAD	TIME	ACTIVITY	QUAD
6:00 AM			2:00 PM		
6:15 AM			2:15 PM		
6:30 AM			2:30 PM		
6:45 AM			2:45 PM		
7:00 AM			3:00 PM		
7:15 AM			3:15 PM		
7:30 AM			3:30 PM		
7:45 AM			3:45 PM		
8:00 AM			4:00 PM		
8:15 AM			4:15 PM		
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11:45 AM			7:45 PM		
12:00 PM			8:00 PM		
12:15 PM			8:15 PM		
12:30 PM			8:30 PM		
12:45 PM			8:45 PM		
1:00 PM			9:00 PM		
1:15 PM			9:15 PM		
1:30 PM			9:30 PM		
1:45 PM			9:45 PM		



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		URGENT		NOT URGENT	
IMPORTANT	Quad 1		Quad 2		
	ACTIVITIES	RESULTS	ACTIVITIES	RESULTS	
NOT IMPORTANT	Quad 3		Quad 4		
	ACTIVITIES	RESULTS	ACTIVITIES	RESULTS	

How many slots were spent in Quad 1? \_\_\_\_\_

How many slots were spent in Quad 2? \_\_\_\_\_

How many slots were spent in Quad 3? \_\_\_\_\_

How many slots were spent in Quad 4? \_\_\_\_\_