



WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

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WAYNE STATE UNIVERSITY

*Siegfried*

# PRINCIPLES OF PERSONAL MANAGEMENT

# MEET OUR TEAM!



## JENNIFER FIORITTO

**Associate Director & Leadership Advisor**

WORKED @ SIEGFRIED SINCE 2013

STARTED CAREER @ DELOITTE

UNIVERSITY OF DETROIT MERCY ALUMNI



## OLTA SOTA

**Associate Director & Leadership Advisor**

WORKED @ SIEGFRIED SINCE 2019

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WAYNE STATE UNIVERSITY ALUMNI

# PASSIONATE ATTENTION

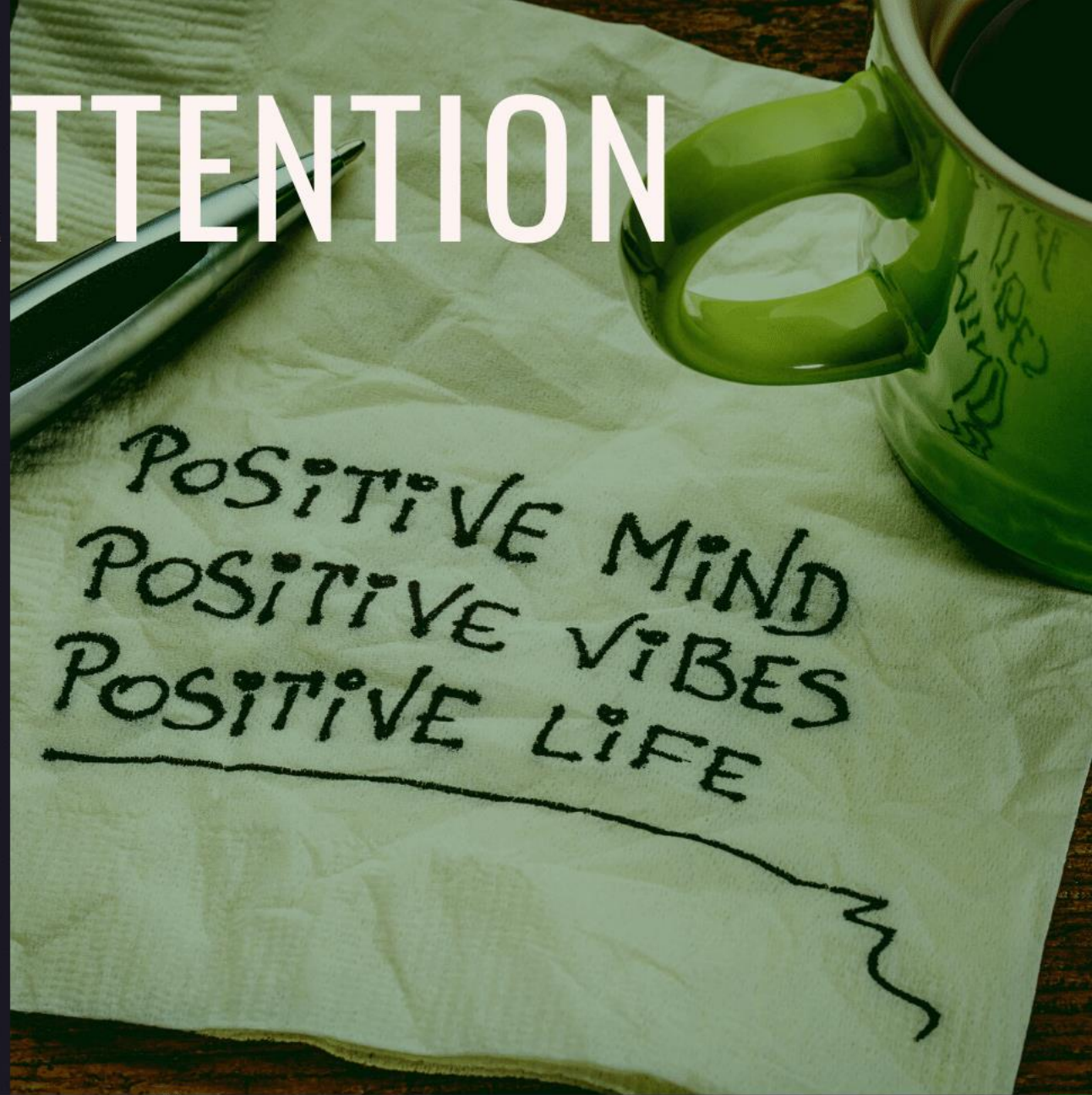
Sigfried



## Passionate Attention

This tool will help you clarify your strongest needs and wants, your most powerful aspirations and desires, and help you find the energy and awareness required to transform your individual leadership! Be sure to identify at least two personal and two professional accomplishments and experiences.

Your Most Important Accomplishments or Most Moving Experiences	Key Character Ethic Traits (Values) that Enabled the Accomplishment or Experience to Happen	Committed and/or Inspired Next Actions
1		
2		
3		
4		
5		



# AGENDA

- SIEGFRIED OVERVIEW
- MINDSET
- TIME MANAGEMENT VS. SELF-MANAGEMENT
- COVEY'S SYSTEM
- BREAKOUT ACTIVITIES
- Q&A



**WE HELP PEOPLE  
TRANSFORM THEMSELVES  
INTO BETTER LEADERS TO  
EXPONENTIALLY  
IMPROVE THEIR LIVES!**

*Siegfried* HIGHER PURPOSE



# Siegfried

## Leadership Advisory

Helping people find quiet, calm, patient, focused, spacious, rhythmic, creative, and insightful time to be more thoughtful and reflective about their thinking and deepest feelings about their career, relationships, life, and success; specifically, what, why, how, when, where, and perhaps most importantly, with whom they should best be doing things!

## Talent Delivery

Siegfried's high-caliber professionals are what truly set us apart. They combine unique intangibles with meaningful experience and expertise to deliver superior results. With a proven track record, they work at the direction of the client, which minimizes risk, accelerates delivery time, and reduces overall cost, resulting in higher value.

## Our Firm

27<sup>th</sup> largest accounting firm in the U.S.

One of the fastest-growing firms for six years in a row

More than 900 Professionals

More than 400 CPAs

18 National Markets + our National Road Warrior Market

Serves 200 of the Fortune 1000

One of the fastest-growing private companies in the country (Inc. 5000)

## Our Projects

IPO Readiness

Restructuring

Mergers & Acquisitions

Divestitures & Carve-Outs

Revenue Recognition and Lease Prep

Process Re-engineering

Systems Implementation

SEC and Regulatory Reporting

Accounting Policy

Technical Research

Accounting Operations

Period-End Close

Consolidations

Financial Restatements

External Audit Preparation

Financial Planning & Analysis

Budgeting and Forecasting

Sarbanes-Oxley

Internal Audit

## Our People

Confidence

Humility

Flexibility

Mental Agility

Commitment

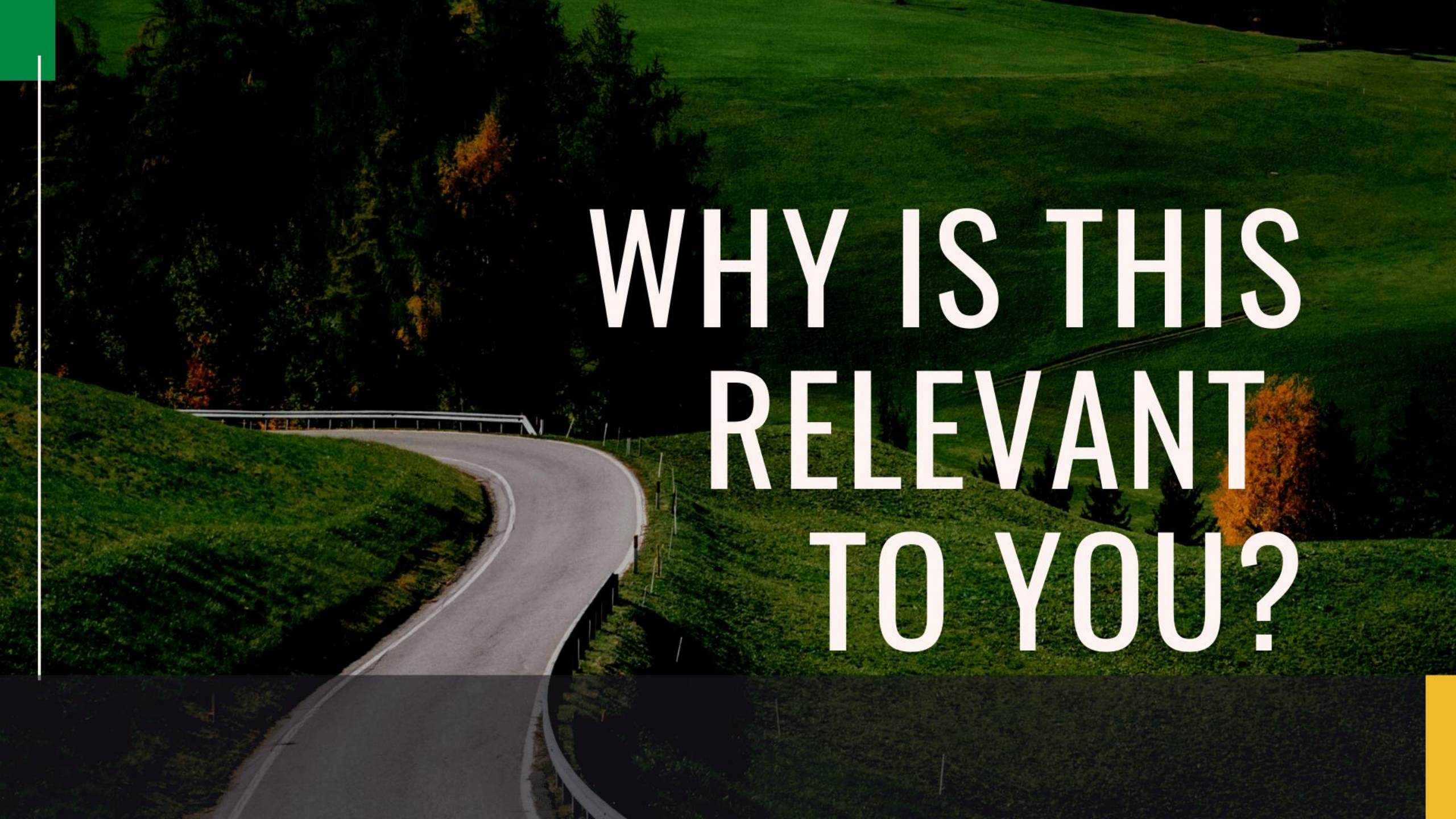
Ambition

Courage

Analytical Ability

Communication Skills

Chemistry



**WHY IS THIS  
RELEVANT  
TO YOU?**



# Mindset.



FIXED COMPLAINER

**Won't Transform**

Feels: *Negative, Defeated, Self-Pitying & Frenzied*



DISAPPOINTED STRIVER

**Can't Transform**

Feels: *Discouraged, Mistaken-prone, Stuck & Overburdened*



COMPLACENT ACHIEVER

**Transformed Enough**

Feels: *Content, Assured, Comfortable, Proud Enough*



GROWTH LEADER

**Continually Transforming**

Feels: *Relentlessly Obsessed with Improvement, Motivated*



# SELF MANAGEMENT

vs.

# TIME MANAGEMENT





# FIRST THINGS FIRST...

Your  
daily  
routine  
matters.

## ONE

What is the one thing that, if you did it on a regular basis, would make a tremendous difference in your **personal life**?

## TWO

What is the one thing that, if you did it on a regular basis, would make a tremendous difference in your **professional life**?

# COVEY'S SYSTEM

DESCRIBES THAT WE SPEND  
TIME IN ONE OF FOUR WAYS.

IMPORTANT

NOT IMPORTANT

URGENT

NOT URGENT

## QUADRANT #1

"NECESSITY"

Your Key Action: "MANAGE"

Common Activities:

- Crises
- Deadline-driven activities
- Medical emergencies
- Other "true" emergencies
- Pressing problems
- Last minute preparations

## QUADRANT #2

"QUALITY & PERSONAL LEADERSHIP"

Your Key Action: "FOCUS"

Common Activities:

- Preparation and planning
- Values clarification
- Empowerment
- Relationship-building
- True recreation

## QUADRANT #3

"DECEPTION"

Your Key Action: "USE CAUTION or AVOID"

Common Activities:

- Meeting other people's priorities and expectations
- Frequent interruptions:
- Most emails, some calls
- Urgency masquerading as importance

## QUADRANT #4

"WASTE"

Your Key Action: "AVOID"

Common Activities:

- Escapist activities
- Mindless tv-watching
- Busywork
- Junk mail
- Some emails
- Some calls

The two factors that define an activity are **urgent** and **important**.

# RESULTS SPENT FROM TIME IN EACH QUADRANT:

## URGENT

## NOT URGENT

IMPORTANT

### QUADRANT #1

- Stress
- Burnout
- Crisis management
- Always putting out fires

### QUADRANT #2

- Vision, perspective
- Balance
- Discipline
- Control
- Few crises

NOT IMPORTANT

### QUADRANT #3

- Short-term focus
- Crisis management
- Feel victimized, out of control
- Shallow or broken relationships

### QUADRANT #4

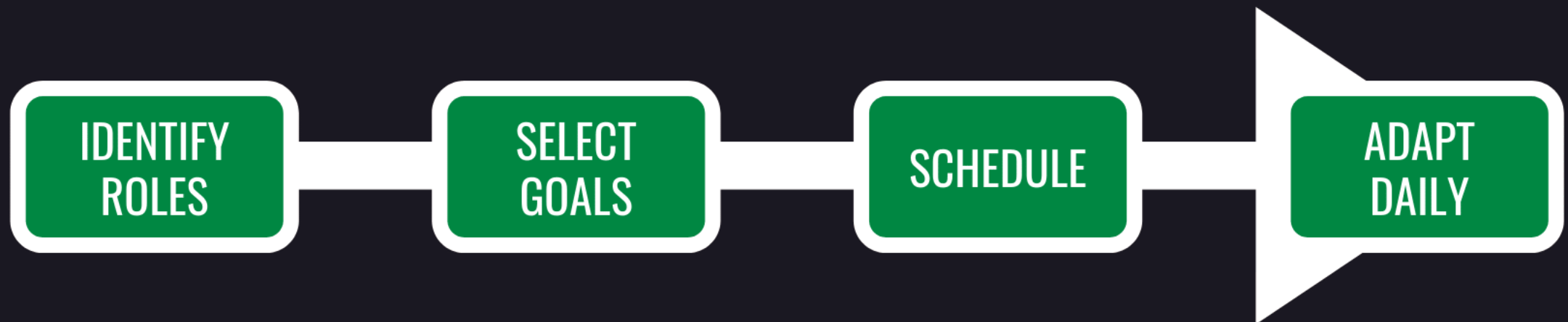
- Total irresponsibility
- Fired from jobs
- Dependent on others or institutions for basics

# PRINCIPLE CENTERED ORGANIZATION

Objective of Quadrant II Management is to manage our lives effectively – from a center of sound principles, with a focus on the important as well as the urgent, and within the framework of maintaining a balance between increasing our production and increasing our production capability.

The key is becoming a

**Quadrant II Self-Manager.**



# BECOMING A QUADRANT II SELF-MANAGER

## 1. Identify your ROLES for the next week

- Spouse
- Leadership Advisor/ Associate Director
- Family/Daughter/Sister
- Healthy Individual
- Friend

## 2. Select goals

Think of 1-2 important results you feel you should accomplish in each role during the next seven days.

ROLE	1. _____	2. _____	▶
ROLE	1. _____	2. _____	▶
ROLE	1. _____	2. _____	▶

### 3. Schedule

Find a Weekly To Do List that you like that can help keep your week focused. Turn your Goals in Plans that can be scheduled or delegated. Here is an example (many online – search Covey Weekly Planner):

THE WEEKLY SCHEDULE	
Roles	Goals



### 4. Adapt Daily

Each day will be different, but if you keep your priorities top of mind, you can easily get back focused.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
Today's Priorities			
Appointments/Commitments			





# FIRST THINGS FIRST...

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ZOOM BREAKOUT ROOMS

LET'S  
BREAK OUT!



**WHAT ARE YOUR  
KEY TAKEAWAYS?**



With the time management matrix in mind, take a moment now and consider how you answered the questions at the beginning of this section.

- **What quadrant do they fit in?**
- **Are they important?**
- **Are they urgent?**

# QUESTIONS & INSIGHTS





*Siegfried*

# THANK YOU!

BE SOCIAL WITH US!

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